

CONTACTS

NOVEMBER 1949



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Canada's Sweetheart

Barbara Ann Scott Visits Eaton's

Thousands jammed the Donald annex on Saturday, October 8, when Winnipeg Eaton's played host to Canada's skating sweetheart, Barbara Ann Scott.

Barbara Ann, wearing her charming smile which has made friends for her everywhere, arrived at 10:30 a.m. to be greeted by store executives. She was led to the specially erected stage which bore the sign "Welcome, Barbara Ann." Bill Brisbin, senior councillor of the Eaton Junior Executive, welcomed Miss Scott after which Mary Lou Allan, senior councillor of the Junior Council, presented her with a lovely corsage of sweetheart roses and split carnations.

Barbara Ann was interviewed by Miss Edna Middleton on behalf of the Eaton Good Deed Club. The interview was carried over the Good Deed Club's Saturday morning broadcast. Then as a memento of her first appearance on the program, Barbara Ann was presented with a gold star pin, the highest award given by the club.

After signing autograph books, dolls and skates, Barbara Ann, accompanied by her mother, Mrs. Clyde Scott, and manager Mr. Tom Gorman, was escorted to the grill room for coffee. She then made a special trip to the "Dog Bar" on the third floor to shop for her two French poodles.

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COVER PICTURES OF GOLF WIND-UP

(See Write-up on Pages Twenty-Six and Twenty-Seven)

Top Row—Left: Mary Ewing lines up for a drive. Right: May Mackay and the "B" Class trophy which she won.

Second Row—Left: Una McKenzie, Jean Fairhall, Edith McFarlin and Edith Beckwith take time out for a chat. Centre: Doug Howat presents Emma Grindley with "Oscar." Right: Mary Bowes, Anne Longmuir, Kay Reid, and in front, Chris Bewick.

Third Row—Left: Included in this informal group shot are Chris McKenzie and Edith Yates in the foreground, and Sigurd Beale, Dorothy Hunt, Avery Jones and Peggy McMillan in the background. Centre: Una McKenzie goes fishing but not for fish—a golf ball—she found it, too!

Fourth Row—Left: An informal group outside the clubhouse includes Alex Stewart, Tommy Laidlaw, Lil Bennett, Eleanor Conn, Harry Greenwood and Myrtle Howatt. Centre: Edith McFarlin playing golf (not baseball as you might think). Right: Karen Hammerstrand, (an onlooker), Mr. J. Johnston, Vera McCaw and Mary Thompson wait to tee off.

Lower Row—Left: The putting competition with Jenny Wilson (sixth from left) and Elsie Course (fifth from left) in charge. Right: Amelia Barker, M. Smorten, Helen Werbenuk and Thelma Jonasson.

CONTACTS

NOVEMBER, 1949

What's Wrong With Work?

The following timely message by Henry C. Jones, which appeared in "Printers' Ink," is reprinted in Contacts as condensed by "Readers' Digest"

It is disturbing to observe how few of our young people know how to work or have any intention of learning. They don't like the idea of work. Yet they want jobs and incomes.

Only a few years ago work was held to be honourable. To be called a "hard worker" was considered high praise. People put in a full measure of hours and applied themselves diligently at their jobs. Nobody thought there was anything peculiar about it. We received a sort of inner satisfaction in doing a job well. Now all this appears to be old-fashioned, and all of us who worked hard in the hope of carving out a niche in the world were dopes. If you don't believe me, just listen to some of the youngsters; or better yet, let them apply to you for "an association with your firm."

No, they don't even apply for jobs any more. They want to "form a connection." And most of them want to start out as executives at executives' salaries.

Just notice the questions they ask you: "What are the hours? When will I get my vacation? Do you have free hospitalization insurance? How about a pension and retirement plan? How soon will I get a raise?"

Another thing that disturbs me is the low grade of effort exerted by the workers who are on the job. Offices, shops, stores and factories are full of indifferent employees who give half measure, who stall on the job, who manage to waste two or three hours each day.

Can it be that a big slice of our population no longer believes in Opportunity? Has so much talk about Security caused a letdown in the vital drive that made America great? Young people used to expect Opportunity. Now they demand Security.

Perhaps that's where the difference lies.

The fact that jobs have been plentiful the past several years has a strong bearing on the matter. Few of the younger white-collar folks have known what it means to hunt a job for weeks. Maybe the situation will correct itself without our young folks having to learn what it is to need a job. But I can't help wondering if the answer will come out any other way. I hope it will.

Somebody tell me, *what's wrong with work?*



Today's workers waste time, says Mr. Jones.



Left to right—Mr. J. E. Dodds, Mr. Bob Locke, Mr. H. F. Switzer, of Toronto; Mrs. J. E. Dodds, Mr. J. Elliott, Mrs. W. F. Locke, Mr. R. Y. Eaton, Mr. R. Bowes, Mr. A. F. Fraser, Mr. W. F. Locke and (at the microphone) Dr. Jack Locke.

Superintendent of the Montreal Store Since 1927

Mr. W. F. Locke Honoured On His Retirement

At store closing, October 3, the ninth floor restaurant in Eaton's, Montreal, presented a most unusual scene. The customary stream of homeward-bound employees appearing on the neighbouring streets was not evident, but the ninth floor restaurant was packed to capacity by the hundreds who had proceeded directly from their various departments to pay tribute to a retiring executive. Mr. W. F. Locke, a director of the Montreal company and superintendent of the store for a great many years, was presented with a Chrysler automobile on behalf of Montreal Eaton employees.

In the words of one member of the staff: "In all my experience at Eaton's, I have never seen a more enthusiastic and spontaneously warm tribute paid to any member of the staff or executive of the Company."

Possessing a most pleasing personality, a fine sense of humour, inherited, no doubt, from his hospitable Irish ancestors, Mr. Locke's loyalty to the Company was excelled only by his genuine interest in the problems and welfare of employees and customers alike.

Among the special guests was Mr. J. Elliott, of Toronto, who made the presentation of an illuminated address and a Coburn oil painting on behalf of the president and directors of Eaton's.

Mr. R. Y. Eaton, former president, who came from Toronto expressly to attend the ceremony, was the principal speaker. The sincerity and warmth of Mr. Eaton's address reflected the high esteem in which the retiring director was held by management and rank-and-file alike. Said the speaker: "Not only has Mr. Locke given valuable, loyal and faithful service to the Company through the years, but he has also won the respect and affection of the staff in all ranks because of his love of fair play, his good judgment, his wide knowledge of the business and a sense of humour which smooths rough paths."

Mr. Ross Bowes, of the Montreal merchandise office, made the presentation of the car on behalf of the Montreal store, factory and buying office staff.

Born in Armagh County, Northern Ireland, Mr. Locke came to Canada as a young man and first joined Eaton's at Toronto in 1895.

His career with the firm has been a notable one; his experience, extensive and varied. For a three-year period he was associated with Eaton's New York office. He became a recognized authority on shoes and clothing items and for a number of years was shoe buyer for Eaton's Winnipeg store and mail order. Popular with shoemen in the trade, he acquired the nickname of "Carload" Locke, because of the large orders he placed for the Company.

In 1925, he came to Montreal as supervisor of the men's departments, shortly afterward to be named superintendent of the store. In 1939, he was appointed a director of the Montreal company.

Chairman for the occasion was Mr. A. F. Fraser. Special guests included: Mr. R. Y. Eaton, Toronto; Mrs. W. F. Locke, who was presented with a bouquet of roses; Dr. Jack Locke and Mr. Bob Locke, sons of the guest of honour; Mr. and Mrs. J. E. Dodds; Mr. H. F. Switzer, superintendent's office, Toronto store; and Mr. J. Elliott, a director from Toronto representing the president and directors.

Letters of Credit

A salesman who serves his fellowmen with kindness and courtesy brings distinction not only to himself but to the business he represents. This is borne out by the many letters of appreciation and commendation which have been written to our salespeople by customers. We are proud to congratulate the following Eatonians for their outstanding performance. To them we say, "Take a well-earned bow!"

A General Tribute To Eatonians

An American tourist from Bonner Springs, Kansas, was so impressed with Eaton's this summer that upon her arrival home she wrote the following note of appreciation:

"I enjoyed shopping in your store very much this summer. I have never seen such courteous and efficient salespeople. Your store and employees are to be congratulated. Thank you very much."

Thank you. We were glad to be of service!

* * *



A Telephone Call To the Superintendent's Office Compliments Miss Peggy Johns

On July 21, a Fort Rouge customer called the superintendent's office to comment on the good service she received in the fancy goods section. "Miss Peggy Johns (the clerk) offered considerable assistance in choosing my wool," said the customer, "and was most helpful."

An orchid to you, Miss Johns!

* * *

American Tourists Find Eaton's A Pleasant Place To Shop

From St. Paul, Minn., came this letter:

"We have recently returned from a trip to Manitoba and a shopping trip to Winnipeg—I should say a shopping trip to The T. Eaton Co. Limited. While the weather was very hot, we found your store delightfully cool. The friendly, courteous service accorded us in the various departments made shopping a pleasure. Altogether, we had a wonderful experience of service in Eaton's. You might like to hear from a satisfied customer."

* * *

A Crippled Customer Thanks Eatonians For Service To Her

"I would very much like to tell you of the kind consideration shown me by some of your employees. As I am a cripple, I have very sensitive feet, and your shoe fitters have taken no end of trouble finding shoes to fit me. I have been dealing with your Company for over 23 years, and I am glad to say your employees are kind and helpful. Knowing that I am unable to stand for a long time, they attend to me as soon as they can. I can honestly say that I do enjoy shopping at Eaton's, the only store in which I feel at home."

Praise Efficiency and Courtesy of Eaton Drivers

A Winnipeg resident wrote in to commend the Eaton drivers who delivered to her lake home during the summer:

"I look back with a great deal of gratitude on the years of fine and efficient service given us at the lake by Eaton drivers. We have appreciated this service. A great deal of credit should be given those boys, always so courteous no matter what the weather was, nor what loads of packages they carried in to us. We thank you for this."

* * *

A Special Tribute Comes To Miss Bessie Windling

For many out-of-town customers a shopping trip to Winnipeg means a rush to get everything accomplished in the short time available. This is what an Oakville, Manitoba, customer expected when she came to the city recently to find furnishings for a large home, prepare for a visit from an international delegation, and to plan for a wedding.

However, with the help of Miss Bessie Windling (mail order prices), she was able to accomplish all she planned to do. She was so impressed with the service given her by Miss Windling she wrote the following appreciative note on her return home:

"I wish to pay a special tribute to one of your clerks, Miss Bessie Windling, who was most helpful to me. She sacrificed her own lunch hour and even helped carry my parcels to the waiting truck on June 13. Miss Windling deserves special commendation for good service in every way. I had only about two hours to be in your store, but what she and I accomplished in that time was marvellous—and each item we bought has proved so suitable and durable that I think she should know of our appreciation."

Well done, Miss Windling!

* * *

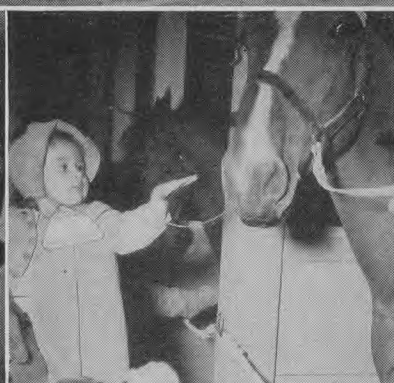
A Bouquet For Elena McCourt!

A Grosvenor Avenue customer writes:

"I wish to bring to your attention the ability of a clerk in the dress goods department, Mrs. Elena McCourt. I have not known her very long; she first waited on me when 'Featherhead' went on sale, and I have been dealing with her ever since. Clerk



No. 27, as I have found her, is efficient and obliging; her patience is untiring; her knowledge of materials and sewing requirements sure. I have found her always to have a sunny disposition, which makes dealing with Eaton's most pleasant."



CHILDREN'S TREAT**Eaton Horses Entertain With Kiddies' Matinee**

"He who gives a child a treat, makes joy bells ring on Heaven's street."

Winnipeg children turned out in droves to a special matinee Horse Show held at five o'clock on Monday afternoon, September 19. What with ice cream galore for the asking; "Brad" the lovable clown and his goat, "Gertie," plus ideal weather, the little folks got a big bang out of everything. But best of all they loved to see their favourites come into the ring prancing to the music.

As each horse was introduced by Mr. Clayton Tucker, delivery supervisor, the children clapped and cheered. Sleek and shining and looking their proudest, the horses competed in singles, teams and light buggy events. The children took a special delight in judging one event and proved remarkably accurate, according to the experts.

A guest of honour was Mr. Joe Blair, superintendent of Calgary store, who also acted as judge. Following the show came the chance to visit the horses in their own living quarters—all gaily decked for the occasion. The crowds of children lingered, patting their own special delivery horse, who nuzzled them knowingly for

apples and carrots. Mother's sugar bowl certainly took an awful beating too! But 'twas fun and the little folks loved it. Meanwhile their elders cast admiring eyes over the lovely landscaped gardens, the flowers looking their best in the fullness of their beauty.

Description of Pictures on Facing Page

Top Row—Left: "Brad," the clown, and "Gertie," the goat, get to know each other better. Centre: "My, what fun!" Right: "Brad" isn't really going to hit his little friend. He's just playing.
Second Row—The Eaton horses and wagons line up. Mr. Joe Blair does the judging while "Contacts" hands out the ribbons.
Third Row—Left: A view of the visitors in the stable. Centre: "Don't be afraid. He won't bite!" Right: Just a-watching the show.
Lower Row—The curtain call of proud beauties.

"IT PAYS TO THINK"**Cash Prizes to Eatonians With Ideas**

Have you an idea which might improve service—promote safety—eliminate waste—reduce costs—improve training or strengthen morale? You never can tell. You may have an idea that the Company will be interested in—an idea which will help Eaton's to remain the progressive organization it has always been.

Why not jot it down on a piece of paper and turn it in. It may mean money in your pocket. Creative thinking is not easy but it pays off.

Here are two Eatonians who know the truth of that statement—MR. BRYAN HILL (1764) who received \$100 for his suggestion, and MR. BORDEN NEMIS (1767) who is \$25 richer because he took time to tell of his idea.

They now have an opportunity to win a cash award in Eaton's 1949 Company-wide Employees SUGGESTION CONTEST. You, too, can win some of the \$1,400.00 prize money. But don't delay. There are only two months left!

**A Good Suggestion May Mean Money
in Your Pocket**



At Left: Bryan Hill
At Right: Borden Nemis



"If you feel right,
you look right."

The Homemakers' Page

Hello again, you busy career girls and homemakers! This month we'd like to give you a few tips on health and happiness through good eating and good grooming!

So much depends on you mothers and career girls to keep healthy and in a happy frame of mind. You mothers have your families to keep in the best of care—and you career girls must have not only a pleasing appearance each day, but a cheerful personality.

Unless you feel right and look right you can't do justice to your respective jobs—and to look right you must feel right! A healthy person should have good eating habits which include both breakfast and lunch. These meals should not be skipped for they are the most important of the day. They provide the food that gives you your energy for your daily work.

Now that the days are becoming cooler it is more and more important that you have something hot for that noon meal. Just to give you a few ideas, Miss Louise Martin, B.S., H.Ec., grill room dietitian, suggests any of the following five tangy luncheon dishes. They're all easy to prepare and both delicious and nutritious.

Tasty Hot Luncheon Dishes

Norwegian Meat Balls

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|-------------------------------------|--------------------------------|
| 1 lb. round steak
(ground fine). | 1 tablespoon melted
butter. |
| 1 lb. pork steak (ground
fine). | 1 tablespoon catsup. |
| 1/4 cup cream. | Pinch of ginger. |
| | Salt and pepper. |

Add all ingredients together, knead them about 5 minutes, then make into balls. Brown in butter, turn on all sides. Pour water over and simmer 20 minutes. Take meat balls out and thicken gravy and pour over meat balls. Serves 6.

Pinwheel Meat Roll

- | | |
|--------------------------------|-----------------------|
| 1 egg. | 1/4 teaspoon sage. |
| 6 tablespoons bread
crumbs. | 1 1/2 teaspoons salt. |
| 2 tablespoons milk. | 1 small onion. |
| 1/4 lb. chopped pork. | 3/4 lb. chopped beef. |

Beat egg, add crumbs. Add remaining ingredients in order given, mix well. Flatten mixture in oblong shape on bread board covered with waxed paper. Cover with another sheet of waxed paper. Roll to 1/4-inch thickness with rolling pin. Remove top paper. Spread with carrot filling (finely chopped or grated carrots). Roll like jelly roll, starting with narrow edge. Bake in uncovered pan in moderate oven 1 hour. Serves 4.

Salmon and Cheese Casserole

Pour 1 1/2 cups scalded Milk over 1 cup soft Bread Crumbs in bowl, then add 1 tablespoon Minced Parsley, 1 1/2 tablespoons minced onion, 1 1/2 cups grated Cheddar Cheese, 3/8 teaspoon salt, 1/8 teaspoon pepper and dash of paprika. Meanwhile, beat 3 eggs until foamy and add these to the milk and bread mixture. Pour this over 1 cup canned vegetable and 1 cup flaked, cooked, fresh or canned Salmon, which have been arranged in the bottom of a casserole. Set in pan of warm water and bake in moderate oven for 75 minutes or until firm. Serves 6.

Chinese Fried Rice

Heat 2 tablespoons salad oil in a frying pan. Add 2 cups cooked rice and fry the rice until brown, stirring constantly. Dice enough bamboo shoots and water chestnuts to make 1/2 cup of each (or if you wish, substitute celery and mushrooms). Fry the vegetables in a separate pan in 2 tablespoons of

salad oil for about 3 minutes. Pour enough water over vegetables to cover and simmer for 15 minutes. Drain liquid off the vegetables together. Beat 2 large eggs until smooth and pour them over the mixture. Add 1/2 cup stock and cook, stirring constantly until eggs are done. Add 1 tablespoon of soy sauce before serving.

Racine Swiss Steak

- | | |
|-------------------------------------|-------------------------------|
| 1 1/2 lbs. beef, round or
chuck. | 1 1/2 cups hot water. |
| 2 tablespoons flour. | 3 tablespoons lemon
juice. |
| 2 tablespoons fat or
salad oil. | 1 teaspoon salt. |
| | 1 cup dried prunes. |

Have beef cut in one slice 1 inch thick. Wipe with cloth. Pound flour into the steak with mallet or edge of heavy plate. Heat fat in frying pan and brown the meat slowly on both sides. After meat is browned, blend any remaining flour into fat. Add water, lemon juice, salt, prunes and cover tightly. Cook over low heat for 1 1/2 hours or until tender. Serves 6.

Good Grooming Tips

That saying about looking right and feeling right goes two ways. If you look right it will help you to feel right.

Health, beauty and poise go hand in hand! But health is first. If you have a balanced diet, drink eight glasses of water a day and get your normal allotment of sleep, you have won the first half of your beauty battle.

Both housewives and career girls have to plan their busy days to make time for beauty care. Mrs. Ellen Cole, head of the department, beauty shops, suggests that rising early is the thing, because it gives time for leisurely breakfast, for hair, skin and clothes care, and maybe even a short walk in the fresh air.

Clean, shining and neat hair is the first consideration of the modern woman. Hair do's must be simple in these busy days for their is no time for elaborate coiffures. "Gone are the long, untidy locks flying in the breeze and the up-swept wash-day look," says Mrs. Cole. "The popular career girl cut today is short and even the shingle hair style is back."

In the matter of make-up, tones are softer and more flattering today, according to Mrs. Cole. Clothes should also be in keeping with this neat and youthful appearance.

The feet should be given special consideration by you girls who have to stand on them most of the day. Tired feet make for tired faces and jangled nerves. Forget about that smart little pump in the closet and treat your feet to a sensible lower-heeled shoe during working hours.



Make a note of those
new short-hair styles.



Left—The winners, Percy Cyluck, Harry Baker, Frank Horne and G. Ross, are congratulated by Mr. Doug Howat (superintendent's office).
 Centre—G. Ross is given his winner's prize by Mr. Joe Blair, superintendent of the Calgary store. Inset—Mr. E. J. Adey.
 Right—"The Pay Off." Drivers receive their commission envelopes for bulb sales. Behind the desk is Mr. G. Eisener.

"Charge of the Light Brigade"

Drivers' Bulb Sale Contest Records Brilliant Success

"Half a league, half a league onward . . ." over miles and miles of Winnipeg streets rolled our drivers in their annual bulb sale contest, bringing new lights to make homes bright and cheery these autumn evenings when darkness falls so early.

At a gathering held in their recreation room before store opening on September 28, the drivers were thanked for their grand support of the bulb sale and a big batch of prizes awarded. Mr. Clayton Tucker, supervisor, presided.

Mr. Edgar Adey, head of department, electricals, spoke of the campaign's success which topped the 1948 event. Prizes were presented by Mr. Doug Howat, pinch-hitting for Mr. D. S. McKellar, merchandise office representative, who was unable to be present.

The drivers were congratulated by Mr. Joe Blair, superintendent of Calgary store. Mr. Blair also spoke of Calgary store's successful safety campaign, and thanked Winnipeg's delivery department for its help and example in organizing this most important project.

Top Prize Winners

Greatest Number of Bulbs Sold

First	G. ROSS
Second	FRANK HORNE
Third	HARRY BAKER

Most Customers

First	FRANK HORNE
Second	G. ROSS
Third	PERCY CYLUCK

Greatest Number of Cases

First	A. INGLIS
Second	HARRY BAKER

RECENT APPOINTMENTS

Winnipeg

- Department W1748—Shirt and overall garment factory: MR. T. A. CARSTENS, assistant.
- Department W232—Boys' clothing;
- Department W528—Boys' furnishings, hats and caps: MR. SAMUEL HILL, head of department.

Regina

- Department R244—Women's and misses' garments, millinery, furs, sportswear, western fur promotion: MR. D. KINGHORN, head of department.
- Department R270—Furniture, beds, springs and mattresses;
- Department R272—Carpets, rugs, linoleums and oriental rugs: MR. S. G. UDELL, assistant.
- Department R229—Men's and boys' clothing, furnishings, hats, caps and furs: MR. G. FOURNIER, assistant.
- Department R260—Washers, ironers, vacuums, radios, electric refrigerators, pianos: MR. J. J. RITTINGER, head of department.

Regina B.P., D.A. and C.A. offices—

MR. W. E. OWEN, head of department.

Regina general office, head cashier and wages office—

MR. W. E. OWEN, head of department;

MR. PHILIP KOCH, assistant.

The Homemakers' Page

(Continued from Page Six)

According to Dr. John E. Sinclair, store chiroprapist, the majority of foot strain could be cleared up if you girls would just look after your footwear. "Eighty per cent of the store foot trouble is among the women," he says. If you want healthy feet, wear a closed-heel shoe during the day when you are on your feet for long hours and save those fancy sling-back shoes for your leisure hours.

And just a tip to you men who have come along this far. Woollen socks should be worn winter and summer for they will give more spring to your feet and help you avoid that tired feeling.



Employees are Guests of the Company at Fall . . .

"Fashion Dinner"

"Autumn Fashion—A Symphony of Fabric and Colour," was presented to 300 members of Eaton's fashion staff in the grill room, September 17. The annual fall program included a dinner, followed by the showing presented as a completed and put-together picture of fashions for fall, and as a follow-up of fashion training meetings held earlier for ready-to-wear and accessory sales-people. Miss Wilma Blocher, fashion co-ordinator, was commentator.

To a setting of autumn leaves and gold violins, the models displayed the "silhouette of beauty-in-motion" and the irresistible fabrics that please the eye and tempt the touch. Coats, suits, afternoon and evening dresses, as well as those versatile and changeable wardrobe multipliers, were beautifully displayed to a background of soft music.

Much time and effort went toward making the show truly an artistic presentation of graceful and fluid 1949 fashions.

Top Row—Left: A view of the runway showing two models and Miss Wilma Blocher, commentator, as well as the interested watchers. Centre: A red wool suit featuring black velvet collar and buttons. Right: A brown worsted suit flecked with tangerine dots.

Second Row—Left: A fashion picture on the runway. Right: The audience can't seem to take their eyes off the showing.

Third, left—After-five dress of red taffeta overlaid with black lace.

Fourth, centre—A model with a big smile for the girls.

Lower left—Grey Persian lamb three-quarter length coat from the fur salon.





Above is portrayed the late afternoon and dancing dress of *Jean Dessès*. Of grey silk velvet, it has removable grey net overskirt.

At right is *Christian Dior's* two-piece afternoon dress of "Uranium" grey brocade called *Esquiose*.

At centre is *Carvan's* evening gown of black net over pink net with very full skirt—pink lace applique on bodice and skirt outlined with brilliants and pearls.



*From London and Paris
Eaton's Proudly Presents . . .*

"Fall Originals"

Beautiful originals direct from recent Fashion Openings in Paris and London were presented to enthusiastic grill room audiences the latter part of September. The dinner showings of these beautiful gowns, interesting in themselves, were prophetic of the fashions of tomorrow.

The models were also displayed in the Portage Avenue windows all day Wednesday, September 28.

These new, exciting fashions for fall, 1949, were a semi-annual Eaton fashion showing. Costumes for every occasion included afternoon dresses of wool and crepe from leading French couturiers as well as beautiful evening dresses from both French and English houses. Highlight of the show was the Pierre Balmain wedding dress of white taffeta. Miss Wilma Blocher, fashion co-ordinator, was commentator for the presentation which was a reflection of the brilliant, exciting world of today.

Pierre Balmain's grey wool sports dress is shown at centre right. It has high turtle neck, cape front and gilded "chicken-wire" belt.

Molyneux, from the French collection (lower right) shows the firemen's red coat of wool velour. The coat is cleverly cut all in one piece.





Mr. George Phillips receives a torchiere lamp as a gift



Mr. Bill Milford is presented with a Johnson floor polisher by Mr. Tom Dodds, head of department.

Four Men Honoured on . . .

GEORGE PHILLIPS

A dinner at the Marlborough Hotel was held by the staff of mail order freight shipping on September 15 in honour of Mr. George Henry Phillips' 35th anniversary with the Company. The anniversary, which fell on September 18, was also celebrated in the department.

At the dinner, Mr. Phillips was presented with a wallet from Mr. T. Donaldson on behalf of the staff. Then, on the anniversary day, he came to work to find his desk all decorated and beside it a beautiful torchiere lamp, gift from the staff.

Mr. Phillips, who is well-liked by his associates, has been in the freight shipping since he joined Eaton's 35 years ago, except for three years during the First World War when he served overseas with the Fort Garry Horse Regiment.

Born in Edinburgh, Scotland, George Phillips is a man who likes to take an active part in civic affairs. He was a member of the School Board for five years. He is also an ardent gardener and has a greenhouse where he grows 3,000 varieties of flowers.

Congratulations to a fine Eatonian!

WILLIAM MILFORD

Friday, October 14, was a big day for Mr. William Milford (mail order paints) for that is the day he celebrated his 35th anniversary with the Company. Mr. Milford came to work on the morning of the anniversary day to find his desk decorated and the gang all waiting for him.

On behalf of the staff, Mr. T. Dodds, head of department, presented him with a Johnson's electric floor polisher. A bouquet was also sent to Mrs. Milford.

Then, that evening, a stag was held at the home of Mr. Frank Gibson for Mr. Milford with the boys of the store and mail order paints present. Shirts and matching ties comprised the gift presented to the honour guest.

Bill Milford was born in Doagh, County Antrim, Northern Ireland. He served during the First World War with the Third Division Field Artillery as a gunner. While gardening is one of his favourite hobbies, golf also comes in for a share of his leisure hours.

Best wishes, Bill, on your anniversary!

E.R.A.P. for Regular Part-Time Employees

Changes have been made in the regulations of the Eaton Retirement Annuity Plan to allow REGULAR PART-TIME EMPLOYEES to become members after October 15, 1949. Casual employees are not eligible to join the Plan.

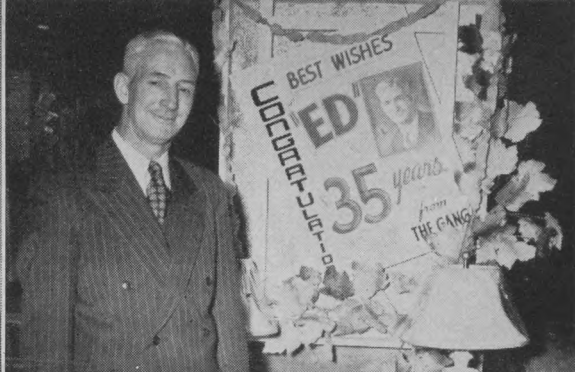
Any employee who was a part-time employee on the first day of January, 1948, or becomes a part-time employee thereafter may, at his option, become a member when eligible to do so.

ELIGIBILITY: An employee who has attained the full age of thirty years and has been continuously employed for a period of five years and *is employed regularly for a period of not less than sixteen and one-half hours per week.*

The regulations as applicable to full-time employees also apply to part-time employees. Further information can be obtained at the E.R.A.P. office (seventh floor).



Mr. L. W. Houston, group manager (left), congratulates Mr. G. D. B. Angus, head of department.



Mr. Ernest H. Odell on his anniversary day.

Completion of Thirty-Five Years

GORDON ANGUS

Thirty-five years may seem like a long time to some people, but to Mr. Gordon D. B. Angus who celebrated his 35th anniversary with the Company on Saturday, October 15, the time has flown by.

Mr. Angus was honoured by his associates on the anniversary day when the staff gathered to present him with a pop-up toaster, Mr. L. W. Houston, group manager, doing the honours. He was also feted at a dinner held at the Empire Grill on Friday, October 14, at which time Mrs. Angus was presented with a corsage.

An ardent sportsman, Mr. Angus has captured many of the coveted Eaton sports trophies. In 1937 he won the Scrivener trophy for golf. Then in 1939 he played for and won the McCordick trophy. Mr. Angus is no mean curler and during the past winter was a member of the Houston rink which was runner-up for the McGee trophy.

Born in Pembroke, North Renfrew County, Ontario, Mr. Angus is married and has four children, Edward, Catherine, Laurie and William. During the past war he was a hard worker for the Victory Bond campaigns in the store.

Your friends join in wishing you the best, Mr. Angus!

Wise and Otherwise: When a girl starts stroking your hair she's after your scalp.

*

Ice: The only thing in the world that is what it's cracked up to be.

ERNEST ODELL

The mail order packing department was the scene of much celebration on Saturday, October 15, for that is when the staff gathered to honour Mr. Ernest Henry Odell on his 35th anniversary with the Company (actual date October 16).

"Ed," as he is fondly known, was presented with a pair of table lamps as a memento of the occasion. He also received several individual gifts from his friends in the store and mail order. These included some books which were very appropriate since one of Mr. Odell's hobbies is reading.

Ed Odell was born in St. James, Northampton, England. He has been with the mail order packing department since he joined Eaton's staff 35 years ago. Genial and pleasant going, he is well liked by all his associates and fellow Eatonians.

Ed has one son, Phil Odell, who is head of department in the dress goods department.

May the next 35 years be as pleasant as the past, Mr. Odell, is the wish on this your anniversary!

Teacher: If I subtract 25 from 27 what's the difference?

Student: Yeah, that's what I say—who cares?

*

Prisoner: I was sent here for the rest of my life and I protest.

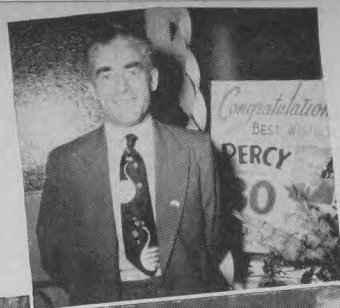
Prison Guard: What's your complaint?

Prisoner: Do you call breaking rock with a sledge hammer a rest?

BADMINTON IS NOW IN SESSION

The Eaton Badminton Club is planning a bigger and better year than ever for the coming season. All Eatonians interested in this sport please contact secretary-treasurer, Clara Greening (100 expense) or Bea Aymer (budget plan) as soon as possible.

EATON'S Order Office



THIRTY YEARS WITH EATON'S

MR. W. J. ABERCROMBIE, manager of Eaton's foodateria in Fort William, celebrated his 30th anniversary with the Company on October 6. In honour of the occasion, he was presented with a gift from his associates. (Mr. and Mrs. Abercrombie are pictured at top, left.) Best wishes from your associates, Mr. Abercrombie.

MR. PERCY WILLIAM THOMPSON (top, centre) of the mail order laces, was presented with a smoking stand as a memento of his anniversary from his associates. Mr. L. E. Christie, assistant, made the presentation on his anniversary morn, September 26.

MISS GUDBJORG ("CARRIE") EINARSSON (mail order men's shoes) was also feted on her anniversary day, September 25. On behalf of her associates, Mr. L. W. Houston, group manager, presented her with a travelling clock. Miss Einarsson (top right) also received many individual gifts from well-wishers.

MR. DAVID MORROW (mail order packing) celebrated his anniversary on September 24. As a gift from the department, Mr. Morrow (second row, left) received a set of dishes, service for eight, from the department. Then at a dinner held in his honour at the Marlborough Hotel, he received a handsome wallet from the girls of the department.

MR. LEONARD W. SHAW (assistant, fancy goods workroom) received several surprises on his anniversary day, October 4. From the girls in the workroom he was presented with an electric razor,

Mr. S. H. Williams, supervisor, doing the honours. Then he received a mirror from 224 staff, with Mr. P. H. Cranston, head of department, making the presentation. Several individual gifts were also received by the popular Mr. Shaw (second row, centre).

MISS FLORA M. SIBBALD (mail order cashiers) celebrated her 30th anniversary on September 26. In honour of the great day, the department presented her with a lovely linen set, tablecloth and napkins, as well as a collection of International Sterling flatware in the "Youth" pattern. Miss Sibbald (lower left) received several individual gifts as well.

MR. GEORGE DRUMMOND (men's clothing) was also a 30-year man, his anniversary day falling on September 27. On his anniversary morn he was presented with a lovely torchiere lamp from his associates. Mr. E. Martin, supervisor, made the presentation to Mr. Drummond (who is pictured lower centre).

MISS MAY SCOTT (mail order gloves) was the recipient of many gifts on her anniversary, October 6. From the department she received a torchiere lamp, presented by Mr. J. G. Johnson, head of department. As individual gifts, Miss Scott (lower right) also received handkerchiefs, table ornaments and several pieces to add to her dinner set. At noon on the big day the girls of the department held a dinner for Miss Scott at the St. Regis Hotel. In the evening she was guest of honour at a party held by the girls at the home of Mrs. V. Sutter.

Top Right: Mr. A. D. MacDonell chats with the boys. Beside him are Mr. R. Cramp and Mr. T. P. McBryde.



Lower Left: A view of the head table. Mr. E. B. Frost (back to camera), Lieut. J. Hyman, R.C.N. (partially hidden), Lt.-Com. R. K. M. Markwick, R.N.Z.N. (hidden), Mr. W. G. B. Dailley, Lieut. P. M. Sanders, R.N.Z.N., and Mr. J. R. K. Millen.

New Zealand Sea Cadets Visit Eaton's

For eighteen New Zealand Sea Cadets who were guests of the Company at breakfast and were conducted over a tour of the big store and mail order, Eaton's at Winnipeg is a fascinating and wonderful place.

The boys, sixteen ratings as well as two officers, were en route home from the Empire camp in Montreal. They stopped off at Winnipeg on Wednesday, October 5, and Eaton's entertained them at breakfast in the grill room.

Mr. W. G. B. Dailley welcomed the Sea Cadets on behalf of the store, and Mr. E. B. Frost, president of the Navy League, replied for the boys. Also present at the breakfast were Mr. A. D. MacDonell and Mr. T. P. McBryde, staff and welfare, and the following executives of the Navy League: Messrs. W. Lamont, H. Orris, J. R. K. Millen, J. A. Campbell, Lt.-Com. D. Menzies, G. R. Hayden and B. Cramp.

Following the breakfast, Mr. T. P. McBryde conducted a tour of the store and mail order. The boys were especially thrilled with the mail order catalogue and asked if they might "have a magazine" to show the people back home.

On saying good-bye, the cadets asked that their thanks be passed on to the people of Winnipeg for the "wonderful western hospitality" they found in the city. A few of the boys said they would like to come back to Canada and one firmly stated that if he did, he would work for Eaton's.

Thank you, New Zealand, for sending such an interesting and well-mannered group to Canada. It was a pleasure to entertain them!

CONGRATULATIONS ON YOUR THIRTIETH!

Anniversary Greetings Are Extended To the Following Eatonians
Who Joined Eaton's During October, 1919:

MR. LEONARD SHAW (assistant, fancy goods workroom).....	October 4	MR. WILLIAM D. McLAREN (super- visor, printing)	October 17
MISS MAY SCOTT (mail order gloves)	October 6	MR. ARTHUR AUSTIN (engineers).....	October 17
MISS VIVIAN McKELLAR (wages office)	October 6	MR. CHARLES S. CARSWELL (group manager, juveniles)	October 17
MR. JOSEPH FRANCEY (L. H. and P.)	October 6	MR. CHARLES F. PARKIN (mail order children's wear).....	October 20
MR. GORDON MITCHELL (fruits).....	October 6	MR. JAMES MURRAY (printing).....	October 20
MISS ISABELLA GORDON (mail order exchanges)	October 7	MR. THOMAS W. TAYLOR (engineers)	October 20
MISS ELLEN DAVIES (mail order books and stationery).....	October 7	MR. WILLIAM G. THOMSON (supervisor, furniture)	October 20
MR. BERT OFFER (printing).....	October 9	MISS JOSEPHINE NESS (mailing list)	October 22
MR. LOUISE DUMONTIER (cash office)	October 10	MR. ALBERT E. JOHNSTON (investigation)	October 23
MISS JEANNE CARSTENS (base- ment shoes)	October 10	MISS HELEN V. SIMPSON (mail order notions)	October 23
MR. HARRY O. CHATTERSON (printing)	October 11	MR. GEORGE A. WAIN (engineers).....	October 27
MR. SYDNEY DOWN (service meats)	October 15	MISS MYRTLE YOUNG (mail order sales room)	October 27
MR. DAVID OLIPHANT (children's wear)	October 16	MR. GEORGE W. ROBINSON (head of depart., mail order exchanges).....	October 29
		MISS HELENE COINNER (shopping card)	October 29



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



Mrs. Dorothy Ridgedale



Miss Violet Warren



Mr. Fred Olsen is congratulated
by Mr. A. Cranston



Mr. W. H. Brown and Mr. J. A. Snowden



Mr. W. G. Chapman



Mr. Carl H. Cutting



Above: Mr. John Laing



Lower Left: Mr. Ernest Ford



Lower Right: Miss Ruth Comack

See write-ups on pages 15, 16 and 17

Welcome to the Quarter-Century Club

VIOLET WARREN

Keeping the Eaton silverware bright is a job that Miss Violet Warren has done well for 25 years. So, when her quarter-century rolled around on September 18, the staff of 1100 department wanted to do something to make it an extra special day for her.

On the afternoon of the anniversary day, a group of the staff gathered in the preparation room to honour the new Quarter-Century Club member. Mr. J. D. Laing, supervisor, on behalf of the staff, presented Violet with a beautiful set of Pakaway travelling cases and added the congratulations of all present.

Miss Warren, who was born in Devonshire, England, is known by her associates as an efficient worker. She also has a hobby which has brought much beauty into the lives of others. She makes artistic wax flowers that are as lovely as they are lasting.

May your anniversary day be only one of many pleasant milestones along your path, Miss Warren.

WILFRED H. BROWN

It was on September 2 that W. H. Brown, head of Port Arthur display department, joined Eaton's Quarter-Century Club. In honour of the great day, department heads gathered in Mr. J. A. Snowden's office where Mr. Snowden presented Mr. Brown with the twenty-five-year watch and a letter from the president entitling him to six weeks' vacation. Mr. Brown's display staff also suitably decorated his desk on the morning of the occasion and sent a bouquet of lovely roses to Mrs. Brown.

Due to the absence of some department heads who were vacationing at the time of his anniversary, a dinner and social was held later, on the evening of September 20, at the Port Arthur Country Club. Here Mr. and Mrs. Brown were presented with a beautiful occasional chair by Mr. Snowden on behalf of those present. Congratulations, Wilf!

FRED E. OLSON

The quarter-century anniversary of Mr. Fred Olson (opticals) started right at breakfast time on Thursday, October 6, with a party held in his honour. The grill room was the scene of the activities with 20 in attendance.

The whole optical staff was there including Mr. A. Cranston, head of department, jewellery, and three former members of the staff, Miss Mable Nelson, who retired recently, Mr. Stan Jenkins and Mr. Mannie Wiseman. Mrs. Olson, who was also present, was presented with a corsage by Miss Nelson on behalf of those present.

Then came the highlight of the morning, a presentation to Mr. Olson by Mr. J. T. Westby, head of department. On behalf of the staff he gave the honour guest a beautiful onyx-base torchiere lamp. Mr. Olson also received a handsome pair of gloves from a group of store friends.

Born in Sweden, Mr. Olson has been foreman of the optical laboratory since he joined Eaton's staff 25 years ago. He married an Eaton gal, too, Miss Nellie Kelly, formerly of department 116, and the Olsons have two daughters, Marina and Patricia.

Part of Mr. Olson's quarter-century holiday was spent shooting, one of his favourite hobbies. Best wishes to a fine Eatonian on his anniversary!

CARL HEDIN CUTTING

"I have always found my work very enjoyable and have appreciated the interest shown me here at Eaton's," Mr. Carl Cutting (mail order men's shoes) told staff members when they gathered to honour him on his quarter-century anniversary, October 6.

On behalf of the staff, Mr. Cutting was presented with a pair of trapper point blankets in a gold shade, with Mr. L. W. Houston, group manager, doing the honours. He also received a Ronson lighter from friends in the department.

Later on Friday, October 14, Mr. Cutting was honoured at a dinner and social evening held at the Empire Grill. Here 30 associates, with their wives, gathered to further celebrate the anniversary. Mrs. Cutting was presented with a corsage as her part in the occasion.

Born in the United States, Mr. Cutting joined Eaton's soon after coming to Canada and has always been in charge of the receiving room in the mail order men's shoes. A jovial person and a good sport at all times, Mr. Cutting has made many friends who join in wishing him a happy anniversary.

Welcome to the Quarter-Century Club

ERNEST ALFRED FORD

Friday, October 7, was a red letter day for Mr. Ernest Alfred Ford (basement meats) who, at that time, became a member of the Eaton Quarter-Century Club.

When the gang circled around the genial Ernie on his day to congratulate him and bestow greetings, he was beaming from ear to ear. Then, when Mr. W. Hodgson, supervisor, presented Ernie with a watch on behalf of his associates, "the hero of the hour" was at a complete loss for words. A dozen beautiful roses were sent to Mrs. Ford to make the day complete.

Ernie, who was born in London, Ontario, served overseas during the First World War. He was a member of the First Field Ambulance Corps. Interest in veterans stemmed from that time and today Ernie's hobby is visiting sick veterans and taking books to them. He is a member of the Canadian Legion, B.E.S.L., and on the executive of Imperial Veterans in Canada.

RUTH COMACK

Ruth Comack (mail order packing) is one "swell person" according to her business associates. So, when her quarter-century anniversary rolled around on Friday, October 7, they wanted to see that it was one day she would remember for a long time.

When Ruth arrived in her department on her anniversary morn, she found her desk all decked out and on her table was a beautiful gold watch and string of pearls from the staff.

At five o'clock the department girls took Ruth to dinner at Moore's. Here they presented her with a steamer trunk, Miss J. Simmons doing the honours.

Ruth, who was born in Glasgow, Scotland, has been in the mail order packing since she joined Eaton's staff 25 years ago. An active person, she is fond of bowling and swimming. She is also a conscientious Red Cross worker and is a W.A. member of that group at Deer Lodge Hospital.

Her greatest desire at the present time is to spend her quarter-century holiday in Scotland visiting with her sister whom she has not seen for 29 years.

WILFRID GEORGE CHAPMAN

The mail order packing was the scene of much coming and going on Saturday, October 8, for that is the day Wilfrid George Chapman celebrated his quarter-century anniversary (actual date, October 9). Friends from the store and mail order dropped over to extend congratulations and best wishes on the happy occasion.

A decorated desk bearing an anniversary placard was in evidence and "Chappie," as Mr. Chapman is fondly known, was very happy about the whole thing. As his gift from the Company he received a handsome gold watch.

Born in London, England, Wilfrid Chapman served overseas during the First World War with the City of Winnipeg battalion. He is married and his wife was a former Eatonian, Miss Mildrude Tinck of the old 14 department. Mr. Chapman is very proud of the fact that his wife was the first girl ever employed in that department.

Music is Mr. Chapman's hobby during his leisure hours and he is a member of the Winnipeg Philharmonic Choir as well as the Zion Church orchestra and choir. Congratulations, Mr. Chapman, on your anniversary!

DOROTHY RIDGEDALE

A breakfast party at Moore's on October 13 started out the quarter-century anniversary of Mrs. Dorothy Ridgedale (watch repairs). The girls of the department escorted Mrs. Ridgedale to the informal party and there presented her with a lovely compact and a corsage.

Later in the morning the whole department gathered to see her presented with her anniversary gift from the department, a beautiful gold watch. Mr. O. Olafson acted on behalf of those present. A number of individual gifts were also presented to Dorothy on her decorated desk.

Devon, England is the spot where Dorothy was born. Soon after coming to Canada she joined Eaton's staff with the watch and jewellery repair and has been in charge of the records there for 25 years.

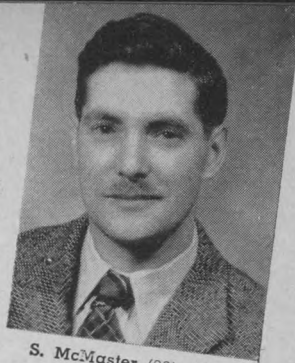
Reading is Dorothy's main hobby when she can take time out from looking after her home, which is another of her favourite pastimes. Best wishes on your anniversary, Dorothy!



Freda Saunders (33), First



Mary Freeman (116), Second



S. McMaster (33), Third

Winners of the Trans-Canada Quiz

A lot of time and patience went into the Trans-Canada Quiz but it was a lot of fun and well worth the effort of 35 Eatonians who won prizes. The mail order captured the three top awards and as a result Freda Saunders, Mary Freeman and S. McMaster won sizable chunks of moneys—a welcome lift to any fall budget. Congratulations, everybody!

Here are the Prize Winners:

1st Prize—\$100.....**FREDA SAUNDERS (33)** 2nd Prize—\$75.....**MARY FREEMAN (116)**
3rd Prize—\$50.....**S. McMaster (33)**

Seven Prizes of \$20.00 Each

R. RANKIN(29)
GUS BROWNRIGG(270)
MRS. P. DOYLE(110)
J. A. SPENCER(60)
HELEN CLARK(236)
M. DUSSAULT(236)
MARY DOYLE(104)

Ten Prizes of \$10.00 Each

MISS D. ALLEN(227)
ALLIE MATHESON(113)
JESSIE SUTHERLAND(113)
G. SWANSON(129)
V. SANDERS(238)
M. COPELAND(238)
G. ANDREWS(267)
SHIRLEY STEELE(238)
M. THORBURN(279)
W. S. McCLENAGHAN.....(176)

Ten Prizes of \$5.00 Each

MARGARET BRIGGS(102)
J. R. THORBURN.....(146)
M. BECK(1760)
HELENE COINNER(110)
T. A. CARSTENS.....(1748)
J. A. BEWICK.....(228)
MISS M. PATTON.....(113)
MURIEL FRASER(3)
NONA CARROTHERS(281)
MARGARET JONES(1760)

Five Lucky Quiz Card Numbers

F. OLSEN(221)
MISS M. SMITH.....(221)
MISS G. LYNES.....(241)
JUSTINE HILDEBRAND(52)
EDITH FOXTON(44)

Welcome to the Quarter-Century Club

JOHN DUNCAN LAING

The grill room at five o'clock on Thursday, October 13, was the scene of anniversary celebrations for Mr. John Duncan Laing, supervisor of 1100 department. Mr. Laing entered the festive centre to find a large gathering of his staff waiting for him.

Telegrams from across Canada greeting Mr. Laing on his quarter-century day and letters of congratulation were read out to him. Then Mr. A. Wrigley, head of department, presented Mr. Laing with a camera from the staff. Following this, Mr. G. T. Fox, assistant, presented him with a pair of binoculars, also a gift of the staff.

Mr. Laing, who has many hobbies, takes a keen interest in gardening, fishing, shooting and curling. He also played some rugby and lacrosse. He was born in Petrolia, Ont.

A former Eatonian of the drug department, Marge McComb became Mrs. Laing and the Laings have one daughter, Marrie. Civic affairs take up much of Mr. Laing's time. He was on the advisory board of the Y.W.C.A. for two years and the board of management of the Institute for the Blind for one year.

ELLEN MAY GIBSON

Miss May Gibson, of the general office, found herself in hospital when her quarter-century anniversary rolled around on October 9. However, her staff members didn't forget her. On the afternoon of October 8, a delegation headed by Mr. W. L. Palk, assistant superintendent, and Mr. W. A. McNaught, head of department, swooped down upon her loaded with gifts.

Mr. Palk, on behalf of the Company, presented her with a gold watch and certificate. Mr. McNaught presented her with a chest of flatwear, service for six, in the "Coronation" pattern on behalf of the general office. May also received a lovely bouquet of 'mums from the store and pink carnations from the office.

Then in the evening a group of girls from the office dropped up to see May again. On behalf of the staff they gave her a 44-piece set of English china as well as a basket of good things to eat.

The visits must have been a good tonic for May because a few days later she was able to go home. The staff all join to congratulate you on your anniversary, May. Hope to see you back soon.



So You Are Getting

Autumn—the time of golden plenty and to many the loveliest time of the year. The Eaton groom pictured on this page, it is indeed a beautiful time of the year to be married. To them we say, "May your future lives be blessed."

Top Row, left to right—(1) Miss Margaret Watson (radios) was married on September 7 in St. Paul's Anglican Church, Fort Garry, to Mr. Grant Webster; (2) Miss Annette Hitchins (mail order draperies) became Mrs. Allen McLean on September 3 at St. Margaret's Church; (3) September 24 was the day chosen by Miss Dorothy Esselmont (mail order cash) for her marriage to Mr. Loren McIntyre in Transcona United Church; (4) Miss Thelma Johnson (construction office) was the bride of Mr. Jimmy Bremner, September 17, in Norwood United Church; (5) Mrs. Jerry Cooper was formerly Miss Natalie Mytz (mail order children's wear). She was married on September 24 in Selkirk; (6) Miss Johan Thomas (telephone switchboard) married Mr. Arnold Metcalfe on September 10 in Crescent Church, Fort Rouge; (7) Miss Margaret Coll (mail order shoes) became Mrs. Vincent Graham on Saturday, October 8, at Home Street United Church; (8) wedding bells rang for Miss Elsie Redmon (parcellers) on September 10 at St. Ignatius Church when she became the bride of Mr. Alf Demeule; (9) Miss Belle Nellis (radio office) is now Mrs. Charles Luders following her wedding on September 30 at Westminster United Church; (10) Miss Laurette Dorge (sales audit) was married on Saturday, October 22, to Mr. Cornelius Dirks at St. Norbert Church.

Left Row, reading down—(1) Mrs. James Hatch was formerly Miss Terry Miller (mail order inquiry). She was married on September 17 at the Church of the Cross; (2) Miss Marie Boussonault (mailing list) married Mr. Gerry Savoie on October 1 at St. Boniface Cathedral; (3) Mrs. Ann Carter (mail order copying) became Mrs. Johnny Fernstrom on September 24 at Holy Trinity Church; (4) Miss "Billie" Robertson (general office) was married on September 10 at Augustine United Church to Mr. Fred Taylor; (5) Miss Darby MacDowell (mail order dress goods) was married to Mr. Jimmie Russell on September 10 in Sparling Church.

Centre Row, reading down—(1) Miss Elsie Fidler and Miss May Mackleson (both mail order packing) were married on September 17 and September 24 respectively. Miss Fidler became Mrs. Jeffrey Cunningham in Knox United Church, while Miss Mackleson became Mrs. William Weir at Old St. Andrew's Church; (2) Mr. P. E. Odell, head of department, is seen presenting Miss Dorothy Burman (pattern counter) with a gift before she left to be married to Mr. Douglas Chapman at Riverview United Church on October 8; (3) Mr. R. Chatfield, assistant, is presenting Miss Lillian Shimunek with a gift from the department before she left to be married on October 8 at the Lutheran Church of the Cross to Mr. Fred Kotowich; (4) Miss Shirley Dickie (cash office) became Mrs. Wally Stephen on September 24 at St. Paul's Church. Mr. J. H. Keys, head of department, is seen presenting her with a wedding gift from the department.





re Getting Married!

the loveliest time of the year! To the thirty-four Eaton brides and the one indeed a beautiful time of the year, for this is when they chose to be our future lives be blessed with health, wealth and happiness."



Right Row, reading down—(1) Miss Terry Laramée (mail order exchange) married Mr. Alex Novak of East St. Paul at St. Boniface Cathedral on September 24; (2) Miss Janet Rose (parcellers) became Mrs. Robert Garton on September 24 at St. John's United Church; (3) Mrs. Jim McMaster was formerly Vera Hill (mail order laces). She was married on October 1 in St. Ignatius Church; (4) Miss Frances Schofield (hosiery) was married in St. Matthew's Church to Mr. Raymond Monteith on September 30; (5) September 24 was the day chosen by Miss Terry Chaput (mail order drugs) for her wedding to Mr. J. Brodeur of St. Adolphe, Man.

Lower Row, left to right—(1) Miss Rita McMahon (mail order copying) left for Vancouver, where she married Mr. Keith Thrower on October 1; (2) Miss Marcie Radford (sporting goods) became Mrs. Patrick Regan on September 24 in St. Anne's Church; (3) Miss Helene Krasley (mail order copying) was married on September 17 to Mr. David Birkmyer in St. Giles United Church; (4) the optical department said good-bye to Miss Thora Arnason who left on September 7 to be married on September 10 to Mr. Jack McNaughton in St. Ignatius Church; (5) Miss Betty Klassen (mail order exchange) married Mr. David Koehn of Yarrow, B.C., at the Mennonite Brethren Church on September 24; (6) Mr. Wally Reid (boys' clothing) married Miss Patricia Coffey in the First Presbyterian Church on Saturday, September 17. He is seen shaking hands with Mr. A. I. Parker, assistant; (7) Miss Julia Ladyszewski (mail order mailing list) became Mrs. William McCort on September 29 at Holy Trinity Church; (8) Mrs. Harry France was formerly Miss Gudrun Benjamanson (mail order exchange). She was married on September 9 in the First Federated Church; (9) Miss Kay Ehnat (mail order exchange) married Mr. Walter Zurba on Saturday, September 17, in the Blessed Virgin Mary Church; (10) wedding bells rang for Miss Anna Shamray (mail order cash) on September 22 when she married Mr. Roger Pallett in Augustine United Church; (11) Miss Ann Bricker (general office) married Mr. Fred Moore on September 24 at her home.

FIVE RULES TO AID BRIDES IN GETTING MEALS

Here they are, girls! Mack Weiner's cooking rules for newlywed brides:

1. Don't try elaborate menus at first—keep meals simple to prepare and simple to serve.
2. Prepare everything you can in the morning—makes it simple to get dinner at night.
3. Learn to use leftovers in tasty dishes—casseroles and stews properly made can be very tasty.
4. Watch markets for good buys—always purchase foods that are plentiful and in season. This keeps down costs and gives you healthful, tasty, fresh food.
5. Don't buy too much fresh food at a time—this generally results in waste.





Above—Miss M. Ritchie is being congratulated by Mr. J. A. Ferguson.



Top Centre—Miss Ellen Cole receives a parting gift.
Lower Centre—A glimpse of those present. The head table is in the background.



Above—Mr. J. A. Ferguson shakes hands with Miss Martha Suggett.

Alterations Honour Three Retiring Members

Ellen Cole, Marie Ritchie and Martha Suggett "Sew-Up" Their Careers

A dinner at the St. Regis Hotel on Wednesday, September 28, honoured three retiring members of the alterations staff—Miss Ellen Cole, Miss Marie Ritchie and Miss Martha Suggett. Mr. J. A. Ferguson, supervisor, presided at the dinner. He expressed his appreciation of the loyal service and co-operation each had given the department and that their absence would be greatly felt. "The best of health and much happiness in your future," he wished. Following, presentations were made to the honour guests.

MISS ELLEN COLE

With a record of faithful service behind her, Miss Ellen Cole, who has spent 36 years with the Company, was the first to be honoured. On behalf of the staff, Mr. Ferguson presented Miss Cole with a pressure cooker and a Coro-plate lasting beauty pin.

In a few words, Miss Cole expressed her appreciation of the gifts and regret in leaving so many friends. "I thank you very much, from the bottom of my heart," she said.

Born in Martinstown, County Antrim, Northern Ireland, she came to Canada in 1913. Miss Cole started with Eaton's on October 3, 1913. For the past two months she has worked in the drapery department, but had chalked up 36 years with 1041 department before her transfer. Although Miss Cole enjoys reading a good book, her spare time is largely devoted to stamp collecting.

MISS MARIE RITCHIE

Next to be honoured was Miss Marie Ritchie, who completed 28½ years with the Company on September 30. Presentation of a beautiful "clip duet," which may be worn individually or together, and also linen hankies was made by Mr. Ferguson on behalf of the staff.

After expressing his appreciation of Miss Ritchie's long and faithful service, Mr. Ferguson wished that her leisure years be filled with much happiness, prosperity and health.

Miss Ritchie thanked the staff for their good wishes. "I have enjoyed working with you and will miss you all."

Born in Durham, Ontario, Miss Ritchie came west to Manitoba in 1913. She spent several years in the Portage la Prairie district before coming to Winnipeg on February 7, 1921, when she joined The T. Eaton Co. Limited. She has spent her entire 28½ years' service in the alterations department.

Miss Ritchie expects to remain in Winnipeg for the time being and to do a little sewing just to keep in practice. She also hopes to have more time for her favourite pastime—reading, as well as time for a few bus trips. Her weakness, she confesses, is travel.

MISS MARTHA SUGGETT

Youngest of the threesome was Miss Martha Suggett, who completed her 25th year with the Company on September 17. As a memento of her retirement, Miss Suggett received a two-strand simulated pearl necklace, presented by Mr. Ferguson on behalf of her associates.

Miss Suggett expressed her appreciation and wished her well-wishers health, wealth and joy in the future.

A quiet-mannered, kindly Eatonian, she will be greatly missed both by her department and her associates. Born in Manchester, England, Miss Martha Suggett came to Canada on July 27, 1924, and on September 17, 1924, joined Eaton's with women's alterations department, where she has spent her entire service. Miss Suggett's future plans are indefinite but include a good rest and a trip later on.

Congratulations and best wishes to three good and true Eatonians!



Top Row—Left: Mr. Charles Chesley (162) and Mr. A. Kent, head of department.
Centre: Mr. George Neale (1767). Right: Miss Annie O'Brien (214) and Mr.
H. R. Screaton, supervisor.
Lower Right—Mr. F. O. L. Wicks, supervisor, and Miss Annie Gibson (204).



Recent Retirements

CHARLES CHESLEY

Friday, September 30, the day Mr. Charles Chesley (transportation) retired, is one he will long remember. In the morning when he came to work, he was presented with a Westminster chimes mantel clock with Mr. A. Kent, head of department, doing the honours on behalf of the staff. Then at noon, the gals in the department took "Ches," as he is fondly known, to lunch.

That evening Mr. Chesley was guest of honour at a stag held at Mr. Kent's home. The boys played cards, sang the old songs and just generally had a good time.

Mr. Chesley, who was well liked for his jolly amiability, will be greatly missed in the department. Since you plan to stay in Winnipeg, we hope to see you back for a visit now and then, Ches!

GEORGE NEALE

"Looking back on the happy life I have had thus far, I have no regrets. I wish everyone could feel the same," Mr. George Ernest Neale (drapery workroom) told his associates when they gathered to honour him on the day he retired. He was presented with a handsome gladstone bag as a parting gift with Mr. H. W. Cooper, supervisor, making the presentation.

Mr. Neale, who was born in Portsmouth, England, joined Eaton's staff on September 24, 1928. He apprenticed as a carpenter before he came to Canada and was with the carpenter's staff at Eaton's for a short time. "I hope everyone enjoys his or her time with this Company as much as I have," Mr. Neale said.

Mr. and Mrs. Neale (she was the former Elizabeth Parkhill of 121 express) now plan to leave for the coast where they will make their home. Mr. Neale's hobbies are camping and stream fishing, and as soon as he reaches the coast he plans to put these hobbies into immediate practise.

A Mountaineer visiting town saw, for the first time, a bunch of bananas. "Want to try one, Jeff?" asked a friend, after identifying the fruit for him.

"No, I reckon not," Jeff answered. "I've got so many tastes now I kain't satisfy, I ain't aimin' to take on any more."

ANNIE O'BRIEN

When Miss Annie O'Brien of the candy department decided to call it a day after 31 years' faithful service with the Company, her associates wanted to give her something as a memento of her years here.

So, gathering in the department office on Friday, September 30, her last day with the big store, they presented her with a beautiful cameo broach and a mantel radio. Mr. H. R. Screaton, supervisor, acted for the group.

Miss O'Brien, who is a native of Prince Edward Island, has spent 25 of her 31 years with the candy staff. A quiet person she has always done an efficient job. She plans to remain in the city. Best wishes, Miss O'Brien. We'll miss you!

ANNIE GIBSON

A party at the home of Mr. F. O. L. Wicks, supervisor, was held by the millinery department on October 14, to say good-bye to Miss Annie Gibson who retired on October 15. Miss Gibson who has been with the Company for 31 years, received many wires and letters of best wishes which were read at the party.

Then, on behalf of the staff, Mr. Wicks presented her with a beautiful gold watch. She also received a lovely figurine from a group of friends around the store. The surprise of the evening came when the gathered friends brought in Miss Gibson's favourite chair from the store. She had always called it the "golden chair" and was very fond of it. Her associates had it repainted and presented it as a parting gift. Miss Gibson also received an orchid corsage and a bouquet of red roses.

Annie Gibson leaves behind her a large group of satisfied customers. She will be greatly missed.



Top Left
Mr. J. A. Price, head of department, addresses the group. At right is Miss J. Stoddart, one of the honour guests.



Top Centre:
Mr. Walter Scott leads the singing.



Top Right:
It's a fond farewell to Mr. and Mrs. Roy Bader.



Lower Left: Chairman Herb Pilling says a few words.



Lower Right: Miss E. Nimmo receives her gift with Mr. Frank Page making the presentation.

Draperies Honour Three Staff Members

A promotion, a retirement and an anniversary were honoured by the draperies staff at a dinner party held on September 20 in the Oak Room of the St. Regis Hotel. Mr. Herb Pilling, assistant, functioned as chairman. Herb did an able job—graciously remembering everyone on the program with a skill born of experience (for these drapery people are the “partyingest” gang!).

Those honoured were: Miss E. Nimmo, retiring after 23 years with Eaton's; Miss Jean Stoddart, who recently celebrated her quarter century; and Mr. Roy Bader, who was leaving for Calgary store as assistant in the draperies. Tributes to all three were made by Mr. Herb Cooper, supervisor. Presentation of a beautiful mantel clock was made to Miss Nimmo by Mr. Frank Page, who traced the former's career with a witty outline of their service together.

Mr. J. Price, head of department, acting for the staff, spoke of Roy Bader's splendid work with Winnipeg store and of the fine opportunities in the western branch. Mr. Bader was then presented with a gladstone bag and Mrs. Bader with a corsage. Bobby Clarke, “Rockets” ball team manager, then paid a sportsman's tribute to Roy, his team-mate. Roy would also be missed in Eaton hockey.

Miss Stoddart (who was honoured previously by the staff on her quarter-century anniversary) was lauded by the speakers for her good work with the economy homefurnishings. Mr. D. S. McKellar, merchandise office representative for the homefurnishings group, spoke briefly, thanking the three for a job well done.

Rod Perrin expressed thanks to the committee for arranging such a delightful evening. Pickles on his piccolo; Walter Scott, song master, with Helen Murzak at the piano, supplied the entertainment during dinner, while dancing ended another keenly enjoyable evening with the draperies gang. It was good to see those old-timers—Charlie Penton, Isaac and Lou Blundell—joining in the fun. Such re-unions and celebrations leave sweet memories of old friendships down the years!

CAN YOU BEAT THIS?

When it comes to growing potatoes Mr. A. Rourke (seed department) just about leads the field. This summer Mr. Rourke planted one-twelfth of an acre of land in potatoes. From the 100 pounds of seed used, 2,200 pounds of potatoes were grown. This is a phenomenal return of 440 bushels to the acre. (That's some potatoes!)

Just to show how big the spuds were, Mr. Rourke took eight of the larger ones and together they weighed over 16 pounds. Some of the single large spuds weighed two pounds by themselves. The potatoes were grown from Foundation “A” stock (Pontiac variety) Eaton seeds.

Gardening is a hobby of Mr. Rourke's and his other vegetables are almost as outstanding as the potatoes. One of Mr. Rourke's pumpkins weighed in at 60 pounds.

In the top picture, Myrna Lou Rourke, his daughter, and friend Elaine Lowe (daughter of former Eatonian Art Lowe) display the champion pumpkin also grown from Eaton's selected seeds.

Below are four of the enormous spuds. A foot rule shows just how big they really are.





Top Left—Mr. W. L. Palk presents Rocket manager, Bob Clarke, with the first-place trophy.



Top Centre—President Walter Scott congratulates the baseball gang for a bang-up season; at left is Mr. Jim Johnston and Mrs. Palk, at right Mr. Palk.



Top Right—Elsie Whitehead proudly accepts the first-place trophy for her team, the Imps, which is being presented by Mrs. Palk.



Centre—It's a proud moment for Miss Adele Pelletier as she accepts the Bill Clay trophy, given to the most outstanding girl player of the season. Mr. J. Moore makes the presentation.



Lower Row—Left: Clarence Saunders, coach of the second-place Combines, accepts their prizes from Mr. A. D. MacDonell. Centre: Mr. Jim Johnston presents the prizes to the second-place Royals with Miss Dorothy Martin, captain, accepting on behalf of her team. Right: A view of the head table as Mr. Palk addresses the crowd. On the right is Mrs. Walter Scott.

1949 Baseball Banquet

**300 Eatonians Dine and Dance at Wind-Up Party—Prizes Presented—
W. M. Williamson Donates New Trophy**

The bang-up final dinner and dance of the 1949 Eaton baseball season really struck a home-run in the opinion of baseball players and fans who turned out to see the presentation of awards as well as to enjoy themselves. Held in the Blue Room of the Marlborough Hotel, the evening's events proved more than successful, with 230 sitting down to dinner and 330 later dancing to the music of Wally Hutchinson's Orchestra.

Amiable Walter Scott, president of the 1949 Baseball League, was in the chair. At the head table also were his wife, Mrs. Scott, Mr. and Mrs. W. L. Palk, Mr. and Mrs. A. D. MacDonell, Mr. and Mrs. Jim Johnston and Mr. and Mrs. W. M. Williamson.

"This has been the most successful league in many years," said Mr. Scott in his presidential address. He spoke of the six teams in the men's league and the seven entered in the girls'. "We've had an influx of new players this year and I'd like to thank them, as well as their coaches and managers, for their good work."

Mr. Scott stressed the new uniforms this year as well as the high morale of the 1949 league. He

then wished the assembled players every success in the 1950 season.

On behalf of the Company, Mr. W. L. Palk thanked the leagues for the successful season they turned in. "You have not only enjoyed yourselves playing athletic games," he said, "but you have made many good and life-long friends through your baseball associations."

Then came the presentation of trophies and prizes. Amid much applause, Mr. Palk presented the Rockets, first-place winners in the men's league, with their trophy. Mr. Bob Clarke, manager, and Mr. A. Jones, captain, accepted on behalf of their team.

(Continued on Page Twenty-Five)



The Imps
Champions of the Women's Division.

(Please see
description of
pictures on
facing page)



The Royals, second-place team.



The Rockets
Winners of the
Men's Division.

The Combines
Runners-up.

Twenty-Four



Stock Audit Honours Jack MacKenzie

Breakfast Party Held in Board Room

A breakfast party in the board room Thursday morning, October 6, honoured Mr. Jack MacKenzie, assistant, on his appointment to head of the stock audit department in Vancouver. From his former associates Mr. MacKenzie was presented with a bag boy by Mr. J. L. St. John, supervisor. We understand these golf bag carriers inevitably improve one's score.

Over the week-end the stock audit staff gathered together with their wives at the home of Mr. Livingston where both Mr. and Mrs. MacKenzie were accorded best wishes for a bright future by all present.



1949 Baseball Banquet

(Continued from Page Twenty-Three)

To the girls' division winners, the Imps, went the top trophy, presented by Mrs. Palk to Elsie Whitehead and manager Ted McCroary.

Mr. A. D. MacDonell, in presenting the runner-up prizes to the Combines, men's division, reminisced on the many successful seasons held in the past by the Eaton baseball leagues. Mr. MacDonell has taken part in the season's opening proceedings for many years back.

Miss Dorothy Martin, captain of the second-place girls' teams, the Royals, accepted their prizes from Mr. Jim Johnston, who congratulated them for their fine work.

It was a big moment for Miss Adele Pelletier when she received the Bill Clay trophy as the most outstanding girl player of the season. Mr. Jack Moore made the presentation.

Then Mr. W. M. Williamson personally presented his trophy to the outstanding player in the budget plan Bees, Miss Shirley Oliver. This trophy which was presented for the first time this year will be given annually.

All in all, the wind-up was a lot of fun for everyone. The room was smartly decorated with shields and flags, for which thanks are given to Ernie Beattie. Outstanding were the two scrolls at the head of the dining-room bearing the names of the men's and women's All-Star teams for 1949.

ALL-STARS OF 1949

Girls' Division

Catcher—DOREEN LAMB	Imps
No. 1 Pitcher—MARY SLUSERANKO	Imps
No. 2 Pitcher—ADDIE THOMPSON	Imps
1st Base—ELSIE WHITEHEAD	Imps
2nd Base—DOT CHISNELL	Royals
3rd Base—BETH JAMIESON	Imps
Left S.S.—ADELE PELLETIER (most valuable player)	Imps
Right S.S.—DOT MARTIN	Royals
Left Field—ELSIE KUNZ	Red Wings
Centre Field—MONA TEXMO	Imps
Right Field—DOREEN RINN	Imps
Coach—FRANK THOMPSON	Imps
Coach—TED BLACK	Royals
Manager—ED McCROARY	Imps

Men's Division

Catcher—F. ANDERTON	Combines
No. 1 Pitcher—J. GREEN	Rockets
No. 2 Pitcher—C. SAUNDERS	Combines
1st Base—D. McPHERSON	Rockets
2nd Base—K. GIBSON	Combines
3rd Base—H. CLANEY	Decots
Left S.S.—L. JACKSON	Gremlins
Right S.S.—P. MILNE	Pirates
Left Field—M. McDONALD	Decots
Centre Field—J. KELLY	Rockets
Right Field—A. GRAPKO	Combines
Coach—A. CURTIS	Pirates
Coach—J. YOUNG	Decots
Manager—R. CLARKE	Rockets
—Bill Clay	

* * *

Description of Pictures on Facing Page

Top Row—The Imps, first-place girls' baseball team. Back row, left to right: Frank Swanell (first base coach), Anna Shamray, Simone Dube, Addie Thompson, Elsie Whitehead, Mona Texmo, Helen Wacko, Millie Ritchie, Mary Slusarenko, Lillian Anderson, Frank Thompson (third base coach). Front row: Beth Jamieson, Lena Marcoux, Wilma Tolton, Edward B. McCroary (manager), Doreen Rinn, Adele Pelletier and Joan Thompson. Missing from picture: Stephanie Symbol.

Second Row—The Royals, girls' second-place team. Back row: E. J. Wall (manager), Hilda Redekop, Vivian Legacy, Edna Johnson, Doreen Lamb, Dorothy Chisnell, Frances Rodgers, Grace Atkins, Eileen Wasylyshen, Lena Koshinsky and Ted Black (coach). Front row: Marg Magnusson, Dorothy Martin, Yvonne Mahler, Pat Karder and Anne Fast. Missing from picture: Doreen Bowling.

Third Row—"The Winnahs," Rockets, men's baseball team. Back row: Charlie Murray, Alec Jones, Bud Inch, Frank Knight, Doug McPherson, Guy Stewart, Johnny Askew, Dave Gray, Joe Green and Walt Ritchie. Front row: Stan Olson, Roy Bader, Bob Clarke (coach and manager), Alec Adams and Joe Kelly. Mascot, Jack Maloney. Missing from picture are Elmer ("Pop") Bader and Al Todd.

Lower Row—The Combines, men's runners-up. Back row: Alec Grapko, Stan Crozier, Al MacFadzean, George Hendrickson, Pete Zalluck, Ken Gibson (coach), Bert Check, Hank Lawson and Ted Davis. Front row: Ernie Latter, Don Gibson, Clarence Saunders (manager), Ralph Walker and Frank Anderton. Missing from picture: Ronnie Collins.



Top Row—Left: Mrs. Emma Grindley receives the C. A. Campbell trophy, "C" Class Division, presented by Ernie Gould. Right: The A. H. Young trophy, "A" Class Division, is presented to Mrs. Charlie Reith by Mr. Young.

Second Row—Left: Edith Bower, Les Croft and Miss W. Donaldson (sales audit, Calgary). Right: A few of the happy golfers.

Third Row—Left: There's nothing for the appetite like a good game of golf. Right: Myra Reid gives her presidential address. In the background are Mr. Young and Miss Ellen Deason.

Lower Row—Left: Mr. A. D. MacDonell watches Myra Reid sink a putt for a four. Watching at right are Miss May Mackay and Mr. Doug Howat. Right: Nothing quite so perfectly finishes a lovely day as a good sing-song, says Miss Zella Nott, past president.

EMMA GRINDLEY WINS THE OSCAR

Eaton Girl Golfers Wind Up Season at Elmhurst

If you think gal golfers haven't as good a sense of humour as the male divot diggers, try and get yourself invited to round out a foursome at one of the Eaton girls' field days. To wit, this incident about our genial chief timekeeper, Fin Tease. Fin and his fellow timer, Fin Cameron, were among the mere males invited to participate in the girls' annual golf wind-up at Elmhurst on Wednesday afternoon, September 28.

The other half of their foursome was those charming wages office gals, Ruth Bardal and Louisa Maughan. Stepping up to the tee at a 250-yard hole, Fin Tease casually remarked: "Well, this ought to be worth one good drive and a putt." He swung viciously and sliced it—the ball ambled about ten feet. With a sly wink at Louisa, Ruth

strolled up to Fin and handed him his putter, remarking: "Now for one heck of a putt, Finlay!"

Anyway, it was a glorious autumn day and the 150 girls who made the trip in buses had a wonderful time—petite Una McKenzie especially. Driving her ball into the waterhole, Una gamely removed her shoes and socks and wading into the icy waters

Male Eatonians Tee-Off at Dauphin

Hold Annual Golf Outing

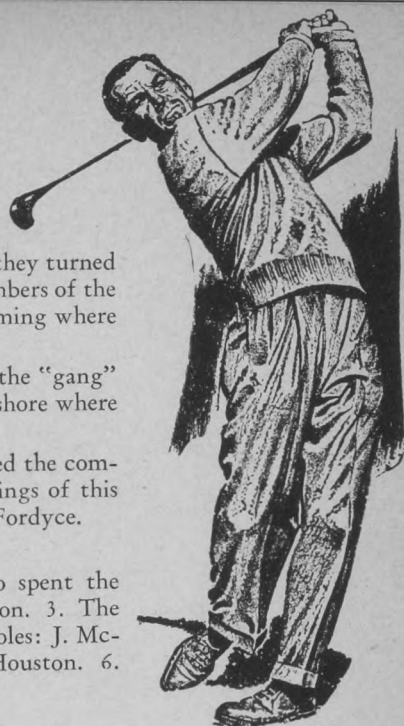
Perfect weather favoured the Dauphin "pellet-pushers" when they turned out September 15 for the annual golf outing held by the male members of the Dauphin branch store. The group of golfers headed for Wasagaming where they showed their best 18-hole style.

After all were accounted for at the conclusion of the round, the "gang" adjourned to store manager H. L. Heath's cottage on the north shore where a sumptuous repast awaited the hungry and leg-weary golfers.

Following the presentation of prizes, Mr. Heath briefly thanked the committee in charge of the event and expressed his approval of outings of this nature. A vote of thanks to Mr. Heath was moved by W. D. Fordyce.

The prizes were distributed as follows:

1. Long driving contest: H. L. Heath. 2. The golfer who spent the most time communing with nature among the trees: G. Nicholson. 3. The golfer who did the most "chewing": G. Reid. 4. Low hidden holes: J. McMillan, F. Baggett. 5. High hidden holes: A. Gniadoski, R. Houston. 6. High gross score: R. Houston.



EMMA GRINDLEY WINS THE OSCAR

(Continued from Page Twenty-Six)

retrieved her ball. Just as she stepped out, "Katie," the catfish "janitor" of the pool, appeared out of the mud to give Una the once over. "Gosh!" said Una, shivering, as "Katie" flicked her tail in a "good afternoon" gesture and swam away.

The big competition was under the gracious and capable direction of President Myra Reid with her aides, Ellen Deason, May Mackay, Marge McRae, Jenny Wilson and others, not forgetting Mary Thompson, the ever-so-capable handicap convenor.

A special guest from Calgary was Miss Winnie Donaldson, who was passing through to the foothills city.

A steak dinner in the true Elmhurst style was the second highlight (so delicious that May Mackay had a second steak with Steward Alex's compliments, while the rest of us drooled!).

Speeches were bright and breezy. President Myra Reid was, as ever, the charming and thoughtful hostess. Miss Zella Nott, foundation president, also made a neat address of thanks when the crowd serenaded with the "Happy Birthday" song. Mr. W. Bickell, Elmhurst president, greeted the girls warmly and was saluted with "For He's a Jolly Good Fellow." Harry ("Evergreen") Greenwood also came in for a round of applause. Mr. A. H. Young, mail order superintendent, thanked the girls' golf committee for a grand job in getting the girls out in the fresh air. Mr. A. D. MacDonell, staff and welfare, spoke of the club's remarkable membership growth to 300 players. Percy Longstaffe, men's golf president, spoke for that body. Doug Howat extended the regrets of Mr. W. B. Pickard, superintendent, on being unable to attend. Mr. Jim Johnston, always a great supporter of staff sports, spoke for the mail order.

Then came the prizes—nylons and more nylons were among the gifts the gals happily took home.

Oscar, emblematic of the championship, went to

Emma Grindley (1100 department) who also took the honours in "C" class.

Mixed twosomes low gross winners were: Elizabeth Reith and Jack Woodhouse.

Girls' twosomes low gross: Ellen Carthew and Nellie Hicks. (Let's leave out the high gross, eh, girls!)

"A" class winner was Mrs. C. Reith (mother of Manitoba's famous Bobby Reith).

"B" class was copped by May Mackay (no wonder she needed two steaks!).

Robina Haight (former Olympic star) took the "A" class consolation. Most improved player was May O'Donnell, who was warmly congratulated by Mr. Tom McBryde. Hidden holes and high gross winners were plenty, while Sig Breckman won the putting competition.

Thanks to Myra Reid for a splendid job as president were gracefully expressed by Vice-President Ellen Deason.

Tom Laidlaw, Harry Greenwood and Donna Scott handled the song and musical side of the evening, which ended with a delightful dance.

Winter in the Offing—Here's How To CHECK THAT COLD!

Neglecting the common cold puts thousands of people on their backs every winter and leads to hundreds of deaths.

If you feel a cold coming, go immediately to the store or mail order hospital and ask the nurse for COLD CAPSULES. These have been found very effective in checking a cold in its early stages. Remember, we have no right to neglect a cold—for our own sake and for the sake of others!



PIN-BOY CHATTER

By A. Beavis

It's six down and three to go in series No. 1 of Eaton's Mixed Five-Pin Bowling League, and in those three big weeks ahead many an anxious eye is turned to the outcome of early battles waged in the first seven divisions. Battles indeed, with first one team and then another to the front of their respective groups.

Not only will the first of the roll-off berths be decided, but the third week to come will also show "who's getting the bird!" Yes, another big "Turkey Shoot" night is near at hand with well-fed birds being tossed in the fray, so "resin" up those fingers, guys and gals, and feast your aim on the gobblers. Also scores rolled this night will determine which players will represent our league in the Ruth Bannon Memorial and the Charles R. Gibson Competition.

Division standings as at October 15 are as follows, and in next month's Contacts we'll endeavour to publish the to-date list of record holders.

Division 1—Set Ups have finally emerged as holders of first position with 11 wins, while a series of ups and downs has placed G.O. Joes in second with Sparklers and Winsomes with 10 wins each. Pats Punchers, never out of the running, are next with 9 wins, along with Scotties and Greenettes. Jack Wood was in grand form last time out with a nice 828 (347) total, and, of course, Jack Collett, 695, 731, and Bill Stewart, 755, 695, are forever in the limelight along with Eddie Bergen, 750, 733, and Ray Leveque, 729, 631. Netta Miller has been bowling well with 686, 625, as has Nellie Sigvaldason, 686; Ann Anderson, 749; and Siggy Breckman, 725, 612.

Division 2—Millwrights (12 wins) have finally been dethroned by Crackers (13 wins) after a hard struggle, and the Jokers and Steamers (10 wins each) tussle it out for third position. High scores lately have been: Wally Mills, 711, 637; Bill Hogg, 701, 639; Bill Robertson, 694, 663; and for the ladies, Marcella East, 714 (305); Helen Cancilla, 697, 646; May Mackay, 691; Hazel Cooper, 651; and Millie Barker, 661.

Division 3—After a nine-team deadlock for the first three positions, it took a three-game sweep on the part of Fuzzies, Capitals, Drivers and Boopers to wind them up in that order with 12, 11, 11 and 10 wins respectively. Bill Liver rolled a lusty 794 (285) last time out, and sharing high-score honours have been Gil Rosie, 710; John Paterson, 714; Ernie Wall, 679, 628; Ruth Baldwin, 658, 614; Betty Greenwood, 702, 618; Bessie Valentine, 639, 619, and Gladys Morris, 651 (296).

Division 4—Penny Pinchers (11 wins) now tied with Mixers, lost first place to Telecos with 12 wins. Nationals, after being taken for three, managed a comeback with two wins to hold third spot with Seven Ups and Selects, who also took three last time bowling. Bob Smith, of the Nationals, failed to appear in the big four this week but has been doing well with a 227 average. Telecos' spark, Frank Frampton, bowled a nice 710, and Ewan McFadyen, Select's captain, led off with a 724 count. Millie Barker showed the men how one night with a lovely 763 (350), but Hilda Sim is sporting an average of 206 lately.

Division 5—Although there's still a chance, the opposition to the Fixers, including your humble editor, see little reason to argue with the above-mentioned team's strangle hold on top position, with 15 wins out of 18! However, we may be sure,

Peepers with 11 and Wal Bees, 10, are still in there trying. Bob McQuarrie, 806, sparked his Alley Byes to a nice three-game win, and his closest opponents to high score were H. Duyvejonck, 657, 622; "Jumbo" Westman, 645; Bob Clemmons, 645, and Bill King, 637, 638, 620. For the ladies, Helen Kinsman was tops with 731 (333), and Wal Bees' sharpshooter, Marion Stewart, experienced an even 700.

Division 6—Wiggetts hold a slim margin of one win over Five Spots with 11, and Raiders, Wise Ones and Majors have 9 wins each. Joe Leighton again holds the spotlight with scores of 696, 737; J. Chettle next with 665, 711, and Joe Green, 678, 707. Tommy Byachek, 632, and Stan Olson, 637, have also been doing well.

Division 7—Another undisputed leadership is that of the Eurekas (14 wins) over Scramblers, Stampedes and Try Hards with 10 wins each. Lovely scores have been turned in by Ray Puttaert, 748, 721; Mel Jenkins, 745, 712; Harold Rogers, 715, 682, and R. Shutcrave, 684, 660. Leading the fair sex has been Beryl Inman, 684; Mona Heugh, 660, and Elsie Whitehead, 632 (260).

Division 8—Zippers now hold the lead with 12 wins while Rip Saws, Meteors and Jeeps are in second place with 9 wins each. However, all teams are close. Doris Slack was a fine example to all comers last time out with a 663, but the men have held most high scores lately, George Huntington's 754 being tops and R. Simpson still turning in fine efforts of 694 and 631.

Division 9—Snowballs have made a steady climb into the driver's seat but competition is keen with Panthers, Westerners and King Pins very close behind in that order. J. Bydak, 690 (260), shared high-score honours with Norm Henry, 690 (244), and B. Clark, 619, 592. The girls have certainly been doing their share as evidenced by M. Douglas' 770 (318), S. Wagner's 619, and E. Wasylyshen's 558 (229).

FORE! WHAT FOR?

Look out for Elsie Brownridge (draperies) you gal golfers! Elsie won the "C" Class consolation golf event—on her first game of pill swatting! The draperies gang surprised her with a beautiful and useful gift accompanied by three golf balls. Nice going, tyro!



BASEMENT STORE

Congratulations, Mr. Mitchell!

On October 6 Mr. Gordon Mitchell (fruit packing) celebrated 30 years with the Company. In the morning of his anniversary day the fruit staff gathered to congratulate him. An ardent golfer, Mr. Mitchell was presented with golf clubs by the staff, Mr. A. Alexander, supervisor, doing the honours.

* * *

MAIN FLOOR

Well, what d'y'know? The books and stationery had a get-together and what a time! Wednesday afternoon we hid over to the bowladrome and proceeded to wow the onlookers with our "don't know how." There were so many prizes one could hardly be overlooked no matter what the score.

There was a lot of beefing about aches and pains but those persons should be more active. We had a grand time, so let's do it again before another decade passes, eh?

Jean Thompson (greeting cards) left us on October 8. Her marriage will take place later in the month. Mr. S. Florence presented her with gifts from her fellow workers and from the department. She will be Mrs. Glenn Harkness of Bagot, Manitoba, by the time Contacts goes to press. Our very best wishes, Jean, may you be as happy as the verses on your cards.

Friends will be glad to know that Muriel Henderson (greeting cards) is home from Windsor, Ont. She was taken ill while on vacation and underwent an emergency operation. She says everyone was grand, but it is good to be home.

A shower honouring Miss Frances Schofield (hosiery) was held at the home of Joyce Williams on September 15. Joint hostess was Ethel Jeffries. Frances was presented with a lamp and mirror.

Then on September 28, a pantry shower was held for her at the home of Gladys Piggot. Frances married Mr. Raymond Monteith (men's clothing). Her picture appears on the brides' page.

Jewellery News—By T. R. Bennett

Miss Jean Dickson (jewellery) is now wearing a beautiful diamond which she received October 4 from Mr. Gordon Bedwell.

Miss Lucile Gratton (jewellery) left the department recently to be married. She became Mrs. Lawrence Kosman on Saturday, October 15, in St. Mary's Chapel, St. Vital. Before leaving, Lucile was presented with a silver dessert set from the department.

The girls of the jewellery staff held a shower

on Wednesday, October 5, honouring Miss Louise Gratton and Miss Vangie Nichol, recent brides. Louise was presented with a silver rose bowl and Vangie with a pair of crystal boudoir lamps. Nineteen girls were present and a very enjoyable evening was had by all.

Glad to see Mrs. E. Mascall back after her recent illness.

* * *

SECOND FLOOR

Reg. Hind Leaves

Mr. Reg. Hind of department 233, left recently to join the staff of Eaton's in Victoria. On leaving, Mr. P. E. Odell, head of department, presented a brief case to Reg. on behalf of his many friends in the dress goods and patterns. Our sincere wishes for every success in your new position.

* * *

THIRD FLOOR

Best wishes from the hardware department to Mr. Charlie Caney who has been ill for some time. Glad to hear you are recovering, Charlie, and hope we'll see you around again, soon!

The meat department is glad to have Mr. D. Donn back after his long illness. It's good to see you around again!

Jean Hawryluk (meat office) came in with a big sparkler a few weeks ago. The lucky man is Bill Witzski.

The cash office gathered during September to present Miss Shirley Dickie with a wedding gift. Shirley, who married Mr. Wally Stephen, was presented with a pair of blankets. (See picture on brides' page.)

Miss Marcia Radford (sporting goods) was presented with a down-filled comforter as a parting gift from her associates when she left to be married.

The girls also held a kitchen shower for Marcia at Miss Joyce Savage's home on September 9. (See picture on brides' page.)

D.A. OFFICE CHATTER

By E. Landsley

Well, as we sit back and look about us this month, we find that the office is really keeping Cupid hopping.

Miss Lorraine Melson left us October to become the bride of Mr. Wilfred Saunders at St. Jude's Anglican Church on October 14. Before Lorraine left she was presented with a mirror by Mr. R. Clark, assistant, on behalf of the staff. She also received a corsage from her associates. A linen shower was held for Lorraine at the home of Maureen McDowell on September 29.

Miss Joy Drayson, a bride-elect of October, was honoured at a miscellaneous shower on October 4 at the home of Beverley Franklin. Wedding bells will be chiming for Joy and Robert Mills on October 15, when they will exchange vows at Westminster Church. Mr. R. Clark presented Joy with a set of Revereware as a wedding gift from the office.

The girls of the office gathered at the home of Beverley Wright to shower Miss Norreen Nixon with linens on September 21. Nicky will become Mrs. Lloyd Cliffe on October 14 at St. James United Church. Nicky received an electric kettle as a

CONTACTS

wedding gift from the office. Congratulations to you both.

Well, the navy's in. We can all tell by the way Beverley Franklin used to count the days until her Stoker came home, and now Bev is beaming over the sparkling diamond Roy Bird put on her third finger.

Any time you look into the office you can see Bunny Moore smiling at everybody and displaying a very lovely diamond. Don Lobb gave Bunny her ring on October 4 and they were married on October 29.

Miss Adele Keilback left the office on October 1 to travel a bit. The office gave her an evening purse as a parting gift.

Miss Rita Flett said good-bye to us on October 12. She plans to make her home in Montana. The girls gave Rita a set of jewellery as a parting gift.

Miss Margaret Connan will be missed by all of us, when she leaves on October 15. Her friendly manner was welcomed by everybody. Margaret was presented with a gift of jewellery as a remembrance from us.

* * *

FOURTH FLOOR

Lingerie Honours Edith Mitchell



The Lingerie Gang—
Third from left is Edith Mitchell

The lingerie staff went all out to honour Miss Edith Mitchell before she left to be married October 14 at St. Andrew's Church.

On September 23 her co-workers in the coterie section escorted her to a dinner in her honour at the Homestead. This was followed by a linen shower at the home of Miss C. Gunning.

Then the girls of the lingerie staff held another shower for Edith at which she was presented with bathroom accessories. Hostesses were Miss K. Chisholm and Miss Janet McIntyre.

On leaving, Edith was presented with a lovely gift of sheets and pillowcases from the department. The gift was presented by Mr. R. Eaton, head of department.

Edith married Mr. Rod Beattie. Congratulations to the happy couple.

Millinery News

We're sorry to report that two of our members are on the sick list, Miss G. Kennedy who has been away for several weeks, and Mrs. M. Keegan. We send best wishes for a speedy recovery to both of them.

We're glad to report that Mr. F. O. L. Wicks, supervisor, is back with us after his recent bout with pneumonia.

Thirty

On Wednesday, October 12, the staff said farewell to Mrs. A. Jones who has left the city for the winter months. Hope we'll be welcoming you back in the spring, Mrs. Jones.

Beauty Shop News

The beauty salon says welcome back to Mrs. L. Le Blanc; also Miss W. Wener who has been away ill.

During the month we said good-bye to Mrs. D. May who left to join her husband in Oakland, Calif., where he is playing hockey.

We also welcomed back Ken Pruden, our youthful stylist, who returned with a wonderful tan but no ducks. Try putting salt on their tails next time, Ken.

On Tuesday, October 11, the beauty shop girls entertained the Deer Lodge veterans. They will continue this program every Tuesday evening. Good work, girls.

Miss Judy Stanchuk (hairdresser) left on October 19 to be married to Mr. Dundas Dewar (mail order jewellery). The girls presented Judy with a living-room lamp on leaving.

A breakfast party at Moore's on Saturday, September 3, honoured Miss Thora Arnason (opticals) who was married recently. The girls presented Thora with a satin-bound bedthrow and corsage. Then before she left, Thora was presented with an iron and a silex coffee maker by the department. (See picture on brides' page.)

* * *

FIFTH FLOOR

Congratulations To Ernie Berg!

A young man with a promising future is Ernest Berg, who recently received his Master of Science in education at the University of Wisconsin. Winnipeg born, Ernie Berg graduated from Manitoba University with a B.A. after majoring in Economics. During his college years he was on the auxiliary staff of Eaton's in the children's shoes and used the educational library extensively. Recently he wrote an occupational analyses for the University of Wisconsin on "Shoe Fitting," which won top marks, or "A plus Excellent."

This plainly indicates that wherever he finds himself Mr. Berg believes in taking advantage of the educational opportunities around him and doing his brilliant best. While at the U. of Wisconsin, he majored in counselling and personnel work and at present is teaching in Robert H. Smith Junior High of this city.

* * *

SIXTH FLOOR

Hi, Grandpop Steele

When Contacts ran into Mr. Harold Steele, supervisor, expense office, at the Eaton Horseshow on Monday evening, September 19, he was wearing a big smile and shaking hands with all and sundry.

"How come?" we asked.

"I became a granddaddy today! A boy!" replied H. A. S. happily.

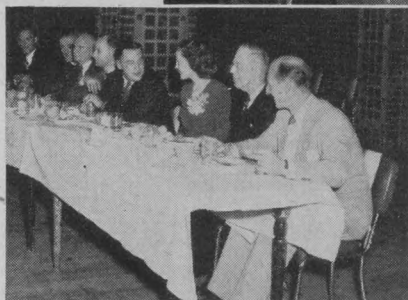
The little stranger will be Gordon. Mommy was the former Marie Steele (staff and welfare) and daddy is Don Hutchinson, Western Engraving Bureau. Congratulations—and thanks for the cigar!

Stove Staff Honours Bride and Groom

Fifty members of the stove department turned out for a dinner at the Marlborough Hotel on September 14 in honour of a bride and groom-to-be of the department. Held in the grill room at the hotel, the party feted Miss Lorna Wood who was married on September 24 and Mr. Jim Thorpe who was married on September 17.

Mr. H. B. McLarty, head of department, was chairman for the evening and made the presentations to Miss Wood and Mr. Thorpe on behalf of those present. To Miss Wood went a three-tier Duncan Fyfe table while Mr. Thorpe received a tri-light lamp. The evening concluded with dancing.

Miss Wood married Gerald S. Smith on September 24 in Knox United Church, and Mr. Thorpe married Miss Margaret Hutcheon (foodateria office) on September 17 in St. James United Church.



Top Picture—Mr. Jim Thorpe, Mr. McLarty and Miss Lorna Wood.
Lower Picture—A view of the head table.

272 Department Grooms Honoured At Stag

October 4 was a big night for two grooms of 272 department for that was the evening chosen by the boys of the carpets and workroom to honour them.

Ralph Carson and Bill McIlvenna, the honour guests, were greeted by the boys at the riverside home of Mr. H. G. Jephson, supervisor. Here they ate barbecued hamburgers and just generally had a good time.

In honour of the occasion, the boys each received an electric tea kettle as a gift, presented by Mr. A. J. Ward, assistant.

Ralph was married to Miss "Vangie" Nichol (purses) on October 29 at the Icelandic First Lutheran Church. Bill married Miss May Cardwell on October 8.

GENERAL OFFICE

Two girls of the general office were honoured recently before leaving to be married—Miss Ann Bricker and Miss "Billie" Robertson. Billie and Ann were both presented with gifts of linen.

A shower was held for Ann at the Homestead on September 14 at which the girls presented her with Revereware.

Billie was also honoured at a shower held at the Homestead on August 27 at which she received miscellaneous gifts from the girls. (See pictures on brides' page.)

* * *

SEVENTH FLOOR

Two recent brides of the radio department were honoured before they left to be married—Miss Margaret Watson and Miss Belle Nellis. Belle and Margaret were each presented with a lovely torchiere lamp as a wedding gift. Best wishes! (See pictures on brides' page.)

A shower was held for Belle at the home of Nancy Davidson on September 21. The girls presented her with a make-up kit.

Congratulations to Bill Marcus (radios) who is a new father.

Miss Elsie Redmon (parcellers) was married to Alf Demeule during September. Before leaving, Elsie was presented with a lovely mirror from the department and bedding from the girls. Best wishes, Elsie. (See picture on brides' page.)

Another parcelling staff bride was Miss Janet Rose who was married on September 24. Her gift from the department was a wall mirror, and from the girls, aluminum pots and pans. (Picture on brides' page.)

The radio department had a visitor during October from Eaton's in Moose Jaw. Miss Janet Grayson of the radio office there was making her first trip to Winnipeg. She was very impressed by the big Winnipeg store and its many artistic displays. She was accompanied by Miss Joan Chow, society editor of the Moose Jaw Times. It was nice seeing you, Janet. Come again soon.

Mr. L. E. Harvey (contract sales) said goodbye to bachelorhood Saturday, October 22, when he married Miss Mary Meadows at Crescent Fort Rouge United Church. The boys of the department got together the big day to honour Mr. Harvey at the home of Mr. Len Swallow. The guest of honour was presented with a smoking stand on behalf of those present.

Miss Muriel Sawyer (147) received a beautiful diamond on October 19. The lucky fellow is Peter Derksin.

* * *

EIGHTH FLOOR

Miss Laurette Dorge (C.O.D. office) was married on Saturday, October 22. As a wedding gift the department presented her with linens.

On Wednesday, September 28, they also held a shower for her at Moore's. At this luncheon she was presented with an electric kitchen clock. (See picture on brides' page.)

"RIDE 'EM, COWGIRL!"

That burro doesn't look like he's going anywhere but his rider, Miss Edna Middleton (city advertising), has a tight hold on him and the big six-shooter. The picture was taken in Wisconsin Dells, Wis., during Edna's holidays this summer. Don't worry about the burro kicking her off, he's only stuffed!

Alterations News—By K. Fedorak

Congratulations to Millie Macher who became the bride of Frank Hale of the foodateria, at the Blessed Virgin Mary Church on August 20. A lovely coffee table was presented to Millie from the department, Miss K. Waywood doing the honours. Best of luck, Millie.

Our best wishes go to Angelika Wucharts who became the bride of Frank Dilka of the bake shop on August 13. On behalf of the staff, Miss K. Waywood presented Angelika with a beautiful tri-light lamp. Best of luck to Angelika and Frank.

We are glad to report that Mrs. E. Cameron and Mrs. A. Crook are on the mend. Hope you girls will be around soon.

Sincere sympathy is extended to Mrs. Desa Thorvardson in the loss of her sister-in-law.

Fond farewells were said to Mrs. Stephanie Bay and Mrs. Nettie Bobbie when they left recently to become full-time housewives.

Miss Martha Suggett was honoured on her quarter-century anniversary, September 17. Her table was gaily decked out for the occasion and she was presented with a corsage of roses and a gold wrist watch. (See write-up on page 20.)



Mr. J. A. Ferguson, supervisor, congratulates Miss Suggett as her associates look on.

The telephone switchboard girls made a presentation to Miss Johan Thomas before she left to be married during September. She received sheets from the department and a lovely mirror from the girls. (See picture on brides' page.)

The girls of the provision order board held a dinner at the Homestead on September 26 in honour of Miss Helen Johannason who has left for Edmonton. Mrs. M. Louraine presented Helen with a travelling bag on behalf of the department. Our very best wishes to you, Helen, in your new surroundings (we hope you find a nice place to live).

Miss Thelma Johnson (construction office) left during September to be married. As a parting gift from her associates, she received a combination sandwich toaster and waffle iron. (See picture on brides' page.)

* * *

ELEVATOR UPS AND DOWNS

By A. Reese

Margaret Bowling left our midst recently to take up her household duties. The girls presented Margaret with a black corded handbag as a remembrance of the time spent with us.

Sidney McConaghy and Olga Remple are two mail order operators who have said au revoir. Both were presented with gifts of jewellery.

Katherine Semeniuk who has been with us for a short time, left on October 15. Ear-rings were her parting gift. Best wishes, girls.

A welcoming hello goes out to the following new girls: Marlene Hayes, Aldice Brow, Audrey McKenzie, Herta Jansons and Violet Davies. We hope your stay with us will be a pleasant one!

We are sorry to report that Lorraine Champayne has been a hospital patient. A speedy recovery is wished by all.

* * *

Garage Staff Hold Annual Corn Roast

By C. Loveridge

September 7 was an occasion for the members of the garage staff, their families and friends, to enjoy an evening's get-together which was highlighted by a good supply of CORN, CORN and MORE CORN, with a chaser of buns, cakes and coffee.

One feature of the evening was a recording of voices, giving names and a short greeting from as many of those attending as could be taken care of. The Baileys had the biggest number of family members there and Daddy (Charlie) went all out to prove that he was just as active as the youngest.

Percy Williams and Lorne Glazier were responsible for the outing and everyone had a lot of fun.

* * *

Driver's Son Wins Top Honours

Tommy Cox, drivers, is going around with his chest thrown out in pride these days, and well he might. Tommy's son, Harry, has just been awarded a \$150 school board scholarship intended to help a student leaving Grade 12 and entering university this fall. Harry also received a \$150 Brewers' and Hotelkeepers' scholarship.

Congratulations to both father and son!



MAIN FLOOR

Billing Staff Hold Party

By C. Ridgedale

A most enjoyable evening was spent on September 15 when the billing office entertained three members of its staff at a dinner and dance—Les Cuthbert and George Phillips, both celebrating 35 years, and Dave Morrow, 30 years' service with the Company. Tom Donaldson made a fine chairman and the dancing which followed the dinner was enjoyed by all.

* * *

SECOND FLOOR

Department 122—By C. Ridgedale and G. Burton

The girls of the billing office entertained at a breakfast in the grill room on Thursday morning, October 6, in honour of Miss Mattie Kowalyk, a bride-elect of October 8. The guest of honour was presented with a corsage and a lovely water set. Also upon leaving, she received a chenille bedspread. The lucky man is Gus Foster.

Welcome back to Irma Noel (113 department) after her recent operation. Also in 113 department, best wishes are in order for Eileen Barnett and Algie Nahoring who are wearing sparklers on that all-important finger.

Congratulations to E. O'dell who celebrated his 35th anniversary and W. Chapman his 25th with the Company during October.

Presentations were made to two brides of the department who were married during September. Miss Elsie Fidler received a bedthrow from the department and a toaster from the girls, while Miss May Mackleson received a bedthrow and towels from the department and a casserole from the girls. (Pictures on brides' page.)

* * *

THIRD FLOOR

Mail Order Budget Plan

We have news about two Eatonians formerly with the budget plan office. Mr. R. T. Wood, now of Fort Langley, B.C., paid us a visit recently. Glad to see you looking so well, Mr. Wood.

Also of interest to many friends, word was received that Mary McGibney (Vancouver office) was married on September 3, in Vancouver to Mr. J. Thompson. They will reside in New Westminster. Best wishes, Mary!

Joyce (Jo-Jo) Thornber came into the office on the morning of October 14 sporting a lovely diamond. Best wishes!

Goodbye and good luck to two of our girls who have left the store—Miss Marjory Wilkinson and Miss Bernice Brown. We'll miss you, girls!

* * *

FOURTH FLOOR

Department 38—By L. Shadibolt

The department had the answer to the mysterious phone calls to Miss Margaret Coll when she walked in with a ring on that important finger August 29. Margaret left October 1 to be married October 8. The lucky man is Vincent Graham and they were married at Home Street United Church.

Margaret was the recipient of a pair of Chinese figurines from the department, also other individual gifts. A linen shower was also held for her at the home of Isobel Emslie with Gladys Clover as co-hostess. We wish Margaret and Vince the best of luck for the future. (See picture on brides' page.)

Department 39—By Dot Higham

Congratulations go to Jerry Yasinski of department 39, who left us September 28 to be married October 8 to Ray Hendley. Mr. Carter, head of department, presented her with a lovely lace table cloth from the gang, while a few special pals gave her a china "Doggie" ornament. Best of luck to you both, Jerry and Ray.

While we say au revoir to Jerry, we have welcomed back Carol Tomlinson who has been away from us for two months owing to her mother's illness. Nice to know your mum is feeling so much better, Carol.

Also we welcomed back, Lena Smilinski who was away sick for a short time. Glad to have you back, Lena!

Miss Olive Brown (research bureau) came in sporting a diamond on Monday, October 17. The lucky fellow is Bill Ross. Best wishes to you, Olive!

* * *

SIXTH FLOOR

The sincere sympathy of 36 department is extended to Jim Torbet and family on the death of his mother on September 28.

By W. Johnston and F. Paget

Saturday September 24 was the day. The usual spot in Charleswood was the place. The affair was department 29's annual weiner roast. Led by the Admiral, the gang arrived about 9 o'clock and found the spot was now modernized with electric light, radio and juke box. The evening was spent

CONTACTS

in singing and dancing until weiners, coffee, etc., were served. After everyone had satisfied themselves, our Pete led the gang in singing.

Saturday, October 15, the gang visited Mrs. J. Grulkey's home in East Kildonan for a house-warming and party. A very enjoyable evening was spent in singing and dancing. Refreshments were served by the gals and were enjoyed by everyone. We would like to thank Mel and Jean for their hospitality and hope to see you again.

The twenty-niners' bowling team is looking for a pro coach. Any offers?

Mail Order Dress Goods

The banks of the river echoed with the cry of "Woodman, spare that tree" as firewood was gathered when department 33 held a riotous evening toasting weiners and dunking Don in the drink. Cheers rang out as bachelor John O'Keeffe arrived on the scene. Wolf Thomson was up to par and a good time was had by all!

Miss Taylor was warmly welcomed back from her visit overseas.

Department 33 came thru again with two prize winners in the Trans-Canada Quiz. Congratulations, Freda and Sammy. P.S.: Kids, how's chances for a loan?

* * *

SEVENTH FLOOR

Miss Lillian Schimunek (mail order lingerie) was married on October 8 at the Lutheran Church of the Cross. As a parting gift she received a tea pot, cream and sugar set in tapestry rose pattern. Mr. R. Chatfield, assistant, made the presentation. (See picture on brides' page.)

The mail order laces' staff presented Miss Vera Hill with a set of bedroom lamps and blankets when she left to be married October 1. Vera is pictured on the bride's page.

☆☆☆☆☆☆☆☆☆☆

HELLO, JOHN!

John Gregory Snidal is the year-old son of Mr. John Snidal (118 department). And if you don't think Dad is proud of his son, just ask him!

☆☆☆☆☆☆☆☆☆☆



EIGHTH FLOOR

Department 116—By D. Hunt

Reta McMahon left the department to be married October 1 to Mr. Keith Thrower at Vancouver. Reta received a Pakaway travelling case from the staff before leaving and many gifts from friends. (Picture on brides' page.)

Sally Mondor left the department October 8 to be married to Fred Gauvreau October 15 at Holy Rosary Church. Sally received a bedthrow from the staff. Best of luck, Sally and Freddie.

Deepest sympathy is extended to Gladys (Blimey) Cox on the death of her brother.

Thirty-Four

Miss Helene Krasley left September 10 to be married September 17 to Mr. David Birkmyer in St. Giles' United Church. Before leaving she was presented with a lovely tri-light lamp from the department and individual gifts. Mrs. Ann Carter was also a September bride. Before leaving she received a carving set as a gift from the department and individual gifts. (See brides' page.)

Departments 118-118A—By J. Baynes

Congratulations to "The Fixers" who at the present time are leading Division 5 in the Eaton Bowling League. Keep it up, folks, we are all cheering for you to finish on top. The team consists of George Latimer, "Jumbo" Westman, Marge Rogan, Betty Ingram and Hazel Kinsman.

Everyone was sorry to hear of the accident to John McKinley's mother, but are glad to know she is making a good recovery.

Is that a moustache we see sprouting on Lorne Jackson's upper lip, or just a shadow? P.S. He says it really is a moustache.

Mr. Alex Pithkethly returned from his two-month holiday in Scotland full of enthusiasm and praise for what he says is still "the greatest little place in the world." While in Scotland he renewed many old acquaintances and saw many wonderful sights, among them the Scottish Command military display and the Edinburgh musical festival. Everyone says welcome home, Alex, glad you had such a wonderful holiday.

Congratulations to one of our stenographers, Pat McMillan, who is proudly wearing a diamond presented by Don Adams on September 26.

Department 161—By W. Hamilton and M. Jenkins

Margaret Roddy left on September 24 to become the bride of Edward Phillips. The wedding took place on September 30. Before leaving the girls presented Margaret with a chenille bedspread and a lovely mirror. Best wishes, Margaret and Edward.

Our best wishes are extended to Frances Morrison who left on October 1 to become the bride of George Popple. The wedding took place at Knox United Church on October 8. Before leaving, Frances received a chenille bedspread and numerous gifts from the girls.

Farewells were extended to Myra Hickerson who left us on September 27 for an extended visit to the United States. Before leaving, the girls presented Myra with a string of pearls.

Mail order cash welcomes back Clara Valvich after her recent illness. We all wish you the best of health, Clara.

Congratulations to Miss Flora Sibbald (mail order cash) who celebrated her 30th anniversary with the Company on Monday, September 26. On her big day she was presented with silverware, linen and numerous other gifts from her many friends. During the day many of her friends from mail order and store dropped around to extend their best wishes.

Four brides of the mail order exchange were honoured recently—Misses Betty Klassen, Terry Laramie, Gudrun Benjamanson and Kay Ehnat. Kay received a card table from the department, Gudrun a gift of blankets, Terry also received blankets, and Betty, a lamp. All the girls are pictured on the brides' page.

Miss Terry Miller (mail order salesroom) was presented with a gift of blankets from her department when she left to be married September 17. She also received several individual gifts. (See picture on brides' page.)

Two brides from the mailing list were honoured during September—Miss Marie Boussonault and Miss Julia Ladyszewski. Marie was presented with blankets from the department and Julia received a mirror.

A shower was also held for Julia by the girls at the home of Miss Joyce Durr. Marie was honoured at a linen shower held at the home of Dolores Dorion.

Departments 159, 167, 173

By D. Balsdon and R. Soutter

Our best wishes are extended to a member of our department who left recently to be married, Elsa Gundstrum. She received a lovely pair of blankets from the department the day she left to become the bride of Mr. William Klippel. The wedding took place at the home of the Rev. Duckworth on October 15.

Two members of our department who are away sick are Mr. Shortt and Jessie Maksymchuk. We hope it won't be long before you are back with us again.

Our deepest sympathy is extended to Pauline Bazijk in the loss of her brother, and also to Shirley Heard in the sudden death of her mother.

* * *

NINTH FLOOR

May Scott Honoured

By Bill Stewart

Congratulations are extended to Miss May Scott (mail order hosiery) from the department. "Scotty" celebrated her 30th anniversary with the Company on October 6 and we wish her much happiness. (See write-up on page 13.)

Departments 15 and 17—By J. Farr and N. Robson

Cupid has been very busy doing his rounds in these departments. Alan Montford proudly announced his engagement to Corinne MacPhail. Caroline Wawruck was wearing a happy smile and also a lovely diamond ring when she came to work on October 5. The lucky man is John Stefanyk.

Nettie Moore came to work on the following day with a beautiful diamond on that all-important finger presented to her by William Craig.

Dunny Dewar, not to be outdone, announced that he would be leaving the ranks of eligible bachelors. His marriage to Julia Stanchuk took place on October 21. A stag party was held in Dunny's honour at the home of Mr. and Mrs. Humphrey Hogg on October 4. A grand time was reported by all. During the evening, Dunny was presented with a smart smoking stand, with Mr. R. Robertson doing the honours.

Departments W22, W24—By H. Fotheringham

Due to an error on the correspondent's part, a sparkling piece of news was omitted from last Contacts' writing. The sparkling gem was worn on the third left-hand finger of Miss Zell Fisher. Best wishes to you, Zell, and congratulations to the lucky fellow.

EATONIANS TOUR COUNTRY



Back row, left to right: Margaret Dawson, Lil Shadbolt, Ruth Zimmerman, Mary McCarney and Jean Duncan.

Front row: John O'Keeffe, Winnie Bailes, the driver, and Bill Notman.

How would you like to travel 4,000 miles by bus in 18 days? That is just what eight Eatonians did along with 14 other Winnipeg travellers. The boys and girls from Eaton's included Mary McCarney (mailing list), John O'Keeffe (mail order dress goods), Winnie Bailes (mail order china), Lil Shadbolt (mail order women's shoes), Jean Duncan (mail order gloves), Ruth Zimmerman (mail order gloves), Bill Notman (toys) and Margaret Dawson (gloves).

The group left Winnipeg as the Winnipeg Eastern Caravan on August 19. They went through Wisconsin, Chicago, Detroit, London, Hamilton, Toronto and Montreal.

Highlights of the trip included a day spent at the Canadian National Exhibition in Toronto as well as a view of Niagara Falls. The group arrived back in Winnipeg tired but happy on September 5.

Last year they visited Jasper National Park. They certainly believe in seeing Canada first!

PRINTING PLANT PATTERN

By B. Goulet

September 23 a number of friends surprised George and Mrs. Kuntz on their 25th wedding anniversary and presented them with a coffee table.

Bessie Manson is still on the sick list. Best wishes, Bessie!

Joan Short, on leaving to make her home in the east, received a lovely wrist watch from the department. Good luck, Joan.

October 15 wedding bells peeled out for Charlie Jenner and Miss Ada Manchester of 119 department. The very best of wishes to both.

Glad to see Ruby Holgate back at work; also Art Bennett.

BOX AND BAG FACTORY

Department 1747 and friends had a gay time at a weiner roast on Saturday, September 24. It was held a few blocks past the end of the Portage car line and what fun it was. Music was provided by Lyle Wonnacott and Marguerite Palmer.

Alf Cortens contributed his bit by slipping down an embankment. However, he has recovered and is back at work after a little rest. Let's do it again soon, gang!

Welcome back, Ethel Ridge, from your trip to England.

CONTACTS

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No. 10

Editor: W. E. C. HURLBURT
City Advertising



WHERE AM I?

Anyone who expects to get lost in the woods while hunting is welcome to this system of locating direction without a compass when the sun is hidden. It comes to us from the Canadian Government Travel Bureau, who got it from—we quote—"five generations of Maritimes woodsmen" who got it, no doubt, from some ingenious Mic-Mac [and Contacts swiped it from Carling's "Hospitality"].

Here it is: Take a hunting knife and set the point on the centre of your thumbnail, holding the knife vertical. No matter how cloudy the day, if you look closely you will see a faint shadow on your thumbnail. The point of the shadow at the knife will point to the sun. Point the hour hand of your watch in the same direction as that of the shadow-point, and half-way between that hour hand and 12 o'clock will be due south. Any shiny surface, other than a thumbnail, will do equally well.

Or Would You Rather Be a Duck

The following words of wisdom were written by a school-boy:

"Geese is a low, heavy bird which is most meat and feathers. Geese don't sing much on account of the dampness of the water. He ain't got no between-his-toes and he's got a little balloon in his stummick

to keep him from sinking. Some geese when they are big has curls on their tails and is called ganders. Ganders don't have to sit and hatch, but just eat and loaf around and go swimming. If I was a goose I'd rather be a gander."

—From the *Globe and Mail*

Jewellery and Watch Repair—By M. Hoover

The home of Bill and Jean Murray was gladdened by the arrival of a son on August 29. The young man has been given the name of William Edward.

Nestor and Mrs. Dolyniuk are also proud parents — a wee girl having arrived September 28.

Thursday, October 13, was a gala day for Mrs. Charles Ridgedale (Dorothy to us) when she became a member of the Quarter-Century Club. Dorothy's many friends and business associates were on hand early to offer their good wishes and congratulations. Further details will be found in Quarter-Century section of this issue.

David H. Williams was presented with a gift of flatware on Saturday, October 15, on the occasion of his marriage to Miss Shirley Young. The wedding took place at 7 p.m. in St. Alban's Anglican Church. The presentation was made by Mr. O. Olafson, who expressed our best wishes to Dave and his bride for a very happy future.

Eatonians Give to Community Chest

The vitally important Community Chest campaign is now underway among Eatonians. It was launched on October 15, with a meeting held in the seventh floor assembly hall.

Attended by supervisors and heads of departments from store and mail order, the meeting set forth plans for an active campaign. Principal speaker was Mr. R. A. Copland, Community Chest campaign chairman in 1948. He was introduced by chairman of the meeting, Mr. W. G. B. Dailley, and thanked by Mr. A. H. Young, mail order superintendent.

The following morning, floor captains and department canvassers met to receive instructions for the carrying out of the campaign. Mr. A. D. MacDonell, Mr. Dailley and Mr. Young were the speakers on this occasion.

Eatonians, realizing what a great cause the Community Chest is, are giving full support to this campaign covering 28 appeals in one. This group, numbering some 8,000 citizens, can indeed help fill the chest that lightens the load and brightens the lives of so many who look to it for assistance.

In Memoriam

JOHN STRONACH

The passing of John Stronach, former superintendent of Winnipeg mail order, on Wednesday, September 28, was learned with deep regret by his many Eaton associates and friends. Mr. Stronach was with The T. Eaton Co. Limited from 1910 until 1947 when he retired. He was always held in high esteem.

Born in Gartly, Aberdeenshire, Scotland, Mr. Stronach came to Canada in 1902 and had resided in Winnipeg since 1905.

For many years he was a member of St. Andrew's River Heights Church. An ardent golfer, Mr. Stronach was also interested in other sports and was an enthusiastic curler. During vacations he was fond of outdoor life and spent much of his time at his summer home at Sandy Hook.

Surviving are his widow, Mary, one son, John Robert, who is with the Vancouver store, and three daughters, Mrs. R. J. McLean and Mrs. R. G. Payne, both of Winnipeg, and Esther, of Flin Flon. Both Mr. Stronach's sons-in-law are with the Winnipeg store. Mr. Stronach is also survived by one brother, Robert, of Winnipeg, four sisters, two in Scotland, one in England and one in South Africa, as well as four grandchildren.

The funeral services were conducted by Rev. Dr. J. L. McInnis, and interment was at Elmwood cemetery.



Sincere sympathy is extended to the following Eatonians who during the previous month lost someone near and dear to them:

In the Loss of a Mother

MISS B. MACK (candy factory)
MISS E. McDONALD (general office)
MR. J. McDONALD (mail order farm implements)
MR. J. TORBET (mail order staples)
MRS. P. HARRISON (mail order dress goods)
MR. R. SEATER (radios)
MR. M. KING (men's furnishings)
MISS E. KING (shirt factory)
MRS. Z. WARREN (provision board)
MR. I. KAUK (lunch room staff)
MISS A. KAUK (economy self-serve)
MISS G. KAUK (foodateria)

In the Loss of a Brother

MRS. M. NEILL (third floor fruits)
MR. R. STRONACH (mail order children's wear)
MR. H. ISFELD (mail order packing)
MISS G. COX (mail order copying)

In the Loss of a Daughter

MR. F. LUKOVICH (furniture workroom)

In the Loss of a Father

MRS. E. WATSON (millinery)
MRS. F. GILES (jewellery)
MISS O. ANDERSON (mail order packing)
MISS E. FRENCH (mail order men's shoes)
MRS. N. CORBY (mail order boys' clothing)
MISS J. HATMANINKO (mail order copying)
MISS M. WRIGHT (employment)
MRS. B. McGHEE (mail order draperies)
MISS K. WATTERS (printing)
MISS H. FERGUSON (lunch room staff)

In the Loss of a Sister

MISS A. YAUK (lingerie)
MRS. M. McIVOR (juveniles)

In the Loss of His Wife

MR. J. TORBET (delivery)
MR. A. FARRIER (mail order packing)

In the Loss of a Baby

MR. T. LANGTON (printing)

Enthusiasm

• • •

If you can't get enthusiastic about your work, it's time to get alarmed. Something is wrong.

Compete with yourself; set your teeth and dive into the job of breaking your own record. No man keeps up enthusiasm automatically.

Enthusiasm must be nourished with new actions, new aspirations, new efforts, new vision. It's a man's own fault if his enthusiasm is gone; he has failed to feed it.

And right here is the big reason why thousands of men hit high-water marks at 35 and recede. They can "do their work with their eyes shut" and that is the way they do it. They have lost the driving power of enthusiasm.

All they see of life is the face of a time clock. All they hear is the quitting whistle.

If you want to turn hours into minutes, renew your enthusiasm.

—Taken from "Northern Lights"